MOTION PICTURE BILLO

Opening of Congress to Mean Start of Tough Fight for Tax Relief

Pre-Christmas Openings Launch Biggest Product

REVIEWS (In Product Digest): KNIGHTS OF THE ROUND TABLE, MISS SADIE THOMPSON, KING OF THE KHYBER RIPLES, PARATROOPER, HEIDI, THE WILD ONE, RED RIVER SHORE, DRUMS OF TAHITI, MAN OF CONFLICT, THE LIMPING MAN, MAN IN THE ATTIC, WHITE MANE

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ALL THIS AND A MILLION DOLLARS WORTH OF PROMOTION TOO!

America's No. 1 favorites, the stars of TV's famed "I Love Lucy" come to the screen in a riotous M-G-M comedy promoted sky-high!



MARJORIE MAIN • KEENAN WYNN

Screen Play by ALBERT HACKETT and FRANCES GOODRICH

Based on the Novel by CLINTON TWISS

Photographed in ANSCO COLOR • Print by TECHNICOLOR

Directed by VINCENTE MINNELLI • Produced by PANDRO S. BERMAN



JUST ONE OF THE BIG "JUBILEE" HITS!

In addition to M-G-M's magazine and newspaper campaign on "THE LONG, LONG TRAILER" there will be:

Duplicates of the deluxe New Moon Trailer used in the picture (see photo below) will spark the ballyhoo in all key city openings. A big New Moon Trailer magazine saturation campaign simultaneous with picture's release.

Two beautiful starlets will cover key cities in a New Moon Trailer for colorful newspaper, radio, TV and other promotional tie-ups.

Vast national TV coverage on America's No. 1 program, the Philip Morris "I Love Lucy," starring Lucy and Desi. Tied in locally for theatre penetration by 500 field representatives with special posters, window cards and other material selling "The Long, Long Trailer" through supermarkets, drug chains, tobacco stores, etc.

Mercury dealers from Coast to Coast in big promotion for their car used in the picture.



TRADE SHOW-JAN. 4th

See it and Plan for your Clean-up!

20th-Fox Screen Room
20th-Fox Screen Room
M-G-M Screen Room
20th-Fox Screen Room
20th-Fox Screen Room
RKO Palace Bidg, Sc. Rm.
20th-Fox Screen Room
Paramount Screen Room
20th-Fox Screen Room
20th-Fox Screen Room
20th-Fox Screen Room
20th-Fox Screen Room
Ax Blumenthal's Sc. Rm.
20th-Fox Screen Room
20th-Fox Screen Room
20th-Fox Screen Room
United Artists' Screen Room

1052 Broadway 197 Walton St., N. W. 46 Church Street 290 Franklin Street 308 S. Church Street 307 S. Wabash Ave. 16 East Sixth Street 219 Payne Avenue 1803 Wood Street 2100 Stout Street 1300 High Street 2311 Cass Avenue 236 No. Illinois St. 128 East Forsyth St. 1720 Wyandotte St. 1720 Wyandotte St.

MEMPHIS WARNER WARNER Screen Room Warner Screen Room NEW ORLEANS NEW YORLEANS NEW YORK MAGENTAL WASHINGTON NEW YORK MAGENT WASHINGTON WASHIN

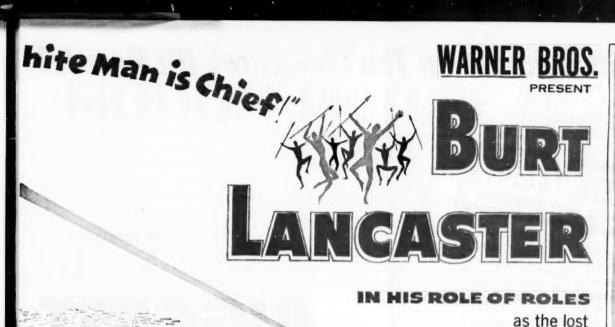
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TWO YEARS IN THE MAKING AND AUTHENTICALLY FILMED WITH THRONGING NATIVE THOUSANDS IN THE FABULOUS SPLENDORS AND MYSTERIES OF THE FIJI ISLANDS!



"It is my father's wish that I love you...

Rites of

the War

e

st



Savannah Trader

barbarous warriors!

who became ruler of 10.000



TECHNICOLOR

JOAN RICE ANDRE MORELL ABRAHAM SOFAE ABRAHAM SOFAER

LAWRENCE KLINGMAN AND GERALD GREEN

BORDEN CHASE AND JAMES HILL . HAROLD HECHT

BYRON HASKIN · WARNER BROS. CAN BE EXHIBITED ON WIDE SCREENS

Beginning New Years in EL PASO, SAN ANTONIO, BOSTON, MEMPHIS, PITTSBURGH, PALM BEACH,

> BALTIMORE, ERIE, CORPUS CHRISTI, BEAUMONT, ST. PETERSBURG, AMARILLO, PORT ARTHUR!

TRADE SHOWS

* DEC. 29 ** ALBANY Warner Screening Room 110 N. Pearl St. * 12:30 P.M. ATLANTA 20th Century-Fox Screening Boom 197 Walton St. H.W. * 2.00 P.M. BOSTON RKO Screening Ream 122 Aritagion St. * 2:30 P.M. BUFFALO Motion Picture Operators 498 Pearl St. * 3:00 P.M. CHARLOTTE 20th Century-Fox Screening II 308 S. Church St. * 2:00 P.M. CHICAGO CINCINNATI ... RKO Pelace Th. Screening Room Palace Th. Bidg. E. 6th · 8.00 P.M. CLEVELAND 20th Century-Fox Screening Re 2219 Payme Ave. 8:30 P.M. DALLAS 28th Century-Fex Screening Rec 1863 Wood St. * 2:00 P.M. DENVER Paramount Screening Room 2100 Stout St. • 2.00 P.M. DES MOINES Peromoust Streening Room 1125 High St. * 12:45 P.M. DETROIT Film Exchange Building 2310 Cass Ave. * 2:00 P.M. INDIANAPOLIS 20th Century-Fox Screening Rec 326 No. Hilinois St. * T:00 P.M. JACKSONVILLE Florida Theatre Bidg, Sc. Rm. 128 E. Forsyth St. * 2:00 P.M. KANSAS CITY 20th Century-Fax Screening Room 1720 Wyandotte St. * 1:30 P.M. LOS ANGELES Worner Screening Room 2025 S. Verment Ave. * 2:00 P.M. MEMPHIS 20th Century-Fox Screening Rec 151 Vance Ave. * 12:15 P.M. MILWAUKEE Worner Theorie Screening Room 212 W. Wissensin Ave. * 2:00 P.M. MINNEAPOLIS Worner Screening Room 1000 Carrie Ave. * 2:00 P.M. NEW HAVEN Warner Theatre Projection 70 College St. + 2:00 P.M. NEW ORLEANS 20th Century-Fox Screening Rec 200 S. Liberty St. 8:00 P.M. NEW YORK Honne Diffee 321 W. 44th St. * 2:15 P.M. OKLAHOMA 20th Century-Fox Screening Re 10 North Loe St. * 1:30 P.M. **OMAHA** 20th Century-Fax Streening Room 1502 Devemport St. * 1:38 P.M. PHILADELPHIA Warner Screening Room 230 No. 13th St. * 2:00 P.M. PITTSBURGH 20th Century-Fox Screening Room 1715 Blvd. of Allies * 1:30 P.M. PORTLAND Stor St. Rm. 925 N. W. 19th Ave. . 2:00 F.M. SALT LAKE CITY 20th Century-Fex Screening Reor 316 East 1st South * 1:00 P.M. SAN FRANCISCO Republic Screening Room 221 Tolden Gata Ava. * 1:30 P.M. SEATTLE Modern Theatre 2400 Third Ave. • 10.30 P.M. SY. LOUIS S'renco Screening Room 3143 Olive St. • 1:00 P.M.



WASHINGTON

The 3rd Straight Hit On The CINEMASCOPE Hit Parade!

 JUST WAIT until you get a look at "Beneath the 12-Mile Reef," soon to make its bow as 20th's third Cinema-Scope picture. If we may sit in judgment at this early date we'd like to opine that it's better than either "The Robe" or "How to Marry a Millionaire" as motion picture entertainment. It's a great subject for the big Scope and our guess is that audiences will rave

We have been told that 20th spep over it. than \$2,000,000 on this pig

better the sub-ject that stars two young kids, Bob Wagner and Terry Moore, and a piayer who just now, after too many long who just now, after too many into years of effort, is finally coming into his own — Gilbert Roland.

his own — Gilbert Roland.

Our big point in this essay is to again focus on the gambling of Darryl Francis Zanuck, who operates the rancis Zanuck, activities. The story on his CinemaScope gamble has story on his CinemaScope gamble has story on his CinemaScope gamble has story and and retold the past few months and although Skouras, Lichtmonths and although the high brass in mand the rest of the high brass in mand the rest of the high brass in months and although the high brass in concentrate on County of the high brass in the story of the story paying off. In "12-Mile Reef" he took another long shot through the placement of two kids, hardly known, as the top stars of this magnificent entertainment and he'll be collecting plaudic top stars of this magnificent entertainment, and he'll be collecting plaudits for the gamble and 20th will have two additional ticket-sellers as a result.

additional ticket-sellers as a result.

There has been so much pressure
properly on the new mediums of photographing and projecting our pictures
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pictures and Bob Wagner and will soon
Moore and Bob Wagner and will soon

BIGGEST PRE. CHRISTMAS BUSINESS IN THE HISTORY OF THE ROXY!

"You're so right, Mr. Wilkerson!"

Watch for sensational openings everywhere across the country!

MOTION PICTURE HERALD

MARTIN QUIGLEY, Editor-in-Chief and Publisher

QP

MARTIN QUIGLEY, JR., Editor

Vol. 193, No. 13

December 26, 1953

Outlook for 1954

J UST as 1953 has been a year of revolution and evolution within the motion picture industry as a result of the impact of the new techniques, 1954 should be a year of consolidation of the recent advances in the screen art and science.

A major goal of all branches of the industry should be the maintenance and the enhancement of the high degree of public interest developed in 1953. During the twelve months just past the motion picture and the motion picture theatre have enjoyed a degree of unequalled public attention. That is an asset of great potential benefit to forthcoming attractions. Patrons and potential patrons again are talking about films. It is again popular to go to the movies.

It is to be hoped that the technical innovations which may come during the next year will be introduced gradually and that the understandable confusion and uncertainty in 1953 will not be repeated.

From an historical point of view 1953 will be known as the year of CinemaScope and 3-D. While the first 3-D feature, "Bwana Devil," opened before the end of 1952 it was during 1953 that there was a real 3-D boom. At first, pictures were pushed through rapidly to earn money while the novelty value was great. Later in the year the pendulum swung against 3-D. In the closing weeks there was a certain revival due to the release of several quality productions in that medium. Yet at year end no Hollywood studio had on its production schedule a 3-D feature but changes are made in production plans from day to day depending upon interpretations of box office reactions around the country.

N 1954 CinemaScope pictures will flow into release from Twentieth Century-Fox and other studios at the rate of approximately one per week. By the end of the coming year the medium should be well-mastered. The public's appetite for CinemaScope—whetted by "The Robe" in its initial showings around the world—will be fully tested.

Theatres everywhere will feel the impact of not only the widening of the screens, involving many structural changes but also of progress in stereophonic sound. Before 1954 is over much should be learned on just what such sound contributes to the entertainment effectiveness of wide pictures in medium and small sized theatres. It is likely that there will be technical improvements in all phases of directional sound.

Drive-ins in the United States are scheduled to try out very wide screens and to ponder what, if anything, can be done about stereophonic sound.

So far as competition is concerned the theatres will face an extension of television and to a limited extent, the impact of color television. Fortunately television

has already had its maximum effect on box office, nationally speaking.

What 1954 will bring in the way of development of any marriage between television and motion pictures is uncertain. However, it is certain that the proponents of fee TV will promote Phonevision, Subscriber Vision and Telemeter as vigorously as they can. Equally sure is exhibition opposition.

The biggest news of the year will be made by the hit pictures. On this score there seems good grounds for confidence. Stimulated by technical developments and the renewed public enthusiasm for pictures, Hollywood and other film capitals throughout the world are currently making many pictures of great promise.

1954 is going to be an exciting year.

Fight on Censorship

PROGRESS in curbing political censorship is jeopardized on the one hand by unsound arguments linking theatres' freedom in matters of programs with that of television stations and by irresponsible policies of a small number of theatres, principally in the larger cities.

In connection with the filing of a brief on behalf of the French film "La Ronde" Mrs. Florence Perlow Shientag said, "The irony is that 'La Ronde' could be shown on television in New York and not in a theatre." That is an inconsistent and confusing argument. While television is not subject to official censorship, the controls a broadcaster must exercise over programs is much stricter than the control a theatre owner must exercise, irrespective of censorship. A television station enjoys by Federal Communications Commission grant a license to use a portion of the air waves that belongs to the public. That license is subject to revocation and periodic renewal. Moreover, a broadcaster must be sensitive to public opinion and also to the wishes of sponsors who use the facilities of television or radio to sell goods, not to arouse criticism or resentment. Films of the type of "La Ronde" are not now and are not ever likely "free" to be shown on television directed to the home.

The question of film censorship revolves around "prejudging." Absence of censorship does not imply "freedom" to show anything. The police powers of each community give authority to punish those who put on corrupting shows. A current crop of plain sex, burlesque and otherwise degenerate films—four now are playing around the Times Square area in New York—is a grave threat to the whole public relations standing of the industry. It would be a vain victory to be declared "free" and find customers wanting on account of a few irresponsibles.

-Martin Quigley, Jr.

Letters to the Herald

Japanese Promotion

TO THE EDITOR:

In Japan, many stores started their bargain sales which run from the end of this year to the beginning of next year. During that time, proprietors present their customers with some gift, such as a calendar or household utensil. However, this year, using this opportunity, we asked them to give movie tickets to their customers as their gifts. They use two kinds of tickets, namely, an admission ticket and a discount ticket. At the store, a customer can get discount ticket for purchasing more than 500 yen worth of goods, and an admission ticket for more than 100 yen worth.

The admission fee for a person is 80 yen at present at my theatre. However, it becomes free when he brings a free exchange ticket. We can get 60 yen from the stores for each free exchange ticket. It means, in other words, the theatre takes a charge of 20 yen for each ticket which is presented by the store. We would like to secure an attendance with this means at the end of the year, for we usually have the least theatre attendance in December of the whole year. About 47 big stores, which are about one-third of all the stores in my town, joined our plan, but I can't say yet whether the movie ticket is attractive for their customers or not, compared with other goods. -TOSHIO MIY AMOTO, Manager, Shinkoiwa Theatre, Katsuhika-Ku, Tokyo, Japan.

Magazine Size

TO THE EDITOR:

There has been much discussion about the use of the 25-inch magazine, as against the 18-inch.

At the start of the showing of motion pictures, as an established fixture in the entertainment field, reels of 400 feet and 500 feet of film were considered standard. As the industry grew, the reel grew also, to an average of 1,000 feet of film.

Then, to lessen the chances of some slip in changing over, from one projector to the other, the contents of one reel was increased to 2,000 feet. There it was stopped, and rightly, because, since the film was highly inflammable, the fire hazard, and the danger of panic, were tremendously increased.

Today, due to the practically universal use of "Safety Film." a reel can be loaded to 5,000 feet of film, or even more, without endangering public safety.

The film lead of a single reel today is limited only by the ability of the projector to

handle the longer footage reel, and the booth room available to install the larger magazine.

The first picture of 3-D proved conclusively the ability of projectors to satisfactorily handle 5,500 feet of film. There seems to be a fast growing opinion that 3-D will revive, and, whether it is run on a single film strip, or on two connected projectors, there still remains a strong argument for the use of 25-inch magazines.

They have proved that they are practical to use, that they decrease by 50 per cent the possibility of a bad change-over, and, that they give the projectionist more time to attend to his other ever increasing duties. There are some who bring forth the argument that 5,000 feet reels are too hard to handle. The same argument was raised when film reel footage jumped from 1,000 feet to 2,000 feet. That argument has long since died a natural death.

With the 25-inch magazines, as they are being made today, with double ball-bearing shafts, suitable gauge cases and covers, and specially designed brackets, hinges and takeups, together with its comparable price to the 18-inch magazine, plus the fact that any amount of film can be run from 400 feet up to the full capacity of the magazine, it only remains to sum up the magazine situation in this manner.

The use of 25-inch magazines, where booth conditions are, or can be made suitable, has a very definite spot in the immediate future of the motion picture industry.—C. J. WIL-LIAMS, Sales Manager, Wenzel Projector Company, Chicago, Illinois.

Old Fashioned Shows

TO THE EDITOR:

I think we are having too much Marilyn Monroe stuff. We need some good old fashioned shows with stars like Joan Crawford, Jane Wyman. Nothing is wrong with show business. All we need are more good pictures!—Exhibitor, Newport, Ark.

Need Good Product

TO THE EDITOR:

How about advising the boys in Hollywood to put out some good pictures.—Exhibitor, Port Arthur, Texas.

Top Notch Films

TO THE EDITOR:

Let's have more pictures like "From Here to Eternity", "Mogambo", etc. 3-D is a "miss" (not a "hit"). The real answer to TV and our problem is top notch picture.— Exhibitor, Carlisle, Pa.

MOTION PICTURE HERALD

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NE publisher at least is talking publicly against the "special treatment" of amusement advertising, with its high flat rate. He is Donald G. Borg, editor and publisher of the "Bergen Evening Record," New Jersey. He said last week that beging January 1, all amusement span in his paper will be at the same contract and transient rates as other space. Guaranteed position will cost an extra 25 per cent. Even with this, space plus position will cost considerably less than previously. Mr. Borg had this to say, forthrightly: film news, reviews, and gossip are as much "news" as other material, or shouldn't be published.

- ▶ You've all heard about "From Here to Eternity" at the Capitol Theatre, New York. Here are the final figures. It ended its run Wednesday night, after 20 weeks and one day. For the 34-year-old theatre, this was a record run. The previous record-holder was "Moulin Rouge," which held 15 weeks. Gross receipts, after Federal taxes, were more than \$1,450,000. At one time, it gathered in one week \$171,674. It was seen by more than 1,200,000 persons.
- ▶ The Senate Small Business Committee may send a follow-up letter to distributors and major exhibitor organizations asking for a progress report on arbitration efforts. One committee recommendation last summer was that the industry get to work on such a system.
- Treasury and Congressional tax experts working on a new "technical revision" bill will make some recommendations for more income averaging for tax purposes but will not go nearly as far as desired by stars, writers, producers and others with widely fluctuating incomes.
- The Administration is reported considering recommending wider coverage of the minimum wage law. The recommendations might possibly be broad enough to cover theatres, most of which are now exempt under the "retail and service" exemption.

On the Horizon

- They've been talking about product shortages lately. Now Wilbur Snaper, National Allied chief, charges a print shortage. This is so serious it has created critical problems and will head the agenda when the organization's board meets at Cincinnati in February. Mr. Snaper cited a case in point. When a picture goes into New York with 100 prints necessary for that city's theatres, this number is 25 per cent of the number available for the whole country.
- ▶ Speaking of pictures on magnetic tape, and many have, since the RCA demonstration a few weeks ago—Bing Crosby Enterprises says that on January 1 it will record in full, in color, the Pasadena Rose Parade preceding the Rose Bowl game.
- ▶ This week it doesn't seem probable there'll be an American Broadcasting television film series boosting the film industry. Last week, it did. The Motion Picture Association of America committee of advertising and publicity directors is said not to like AB's desire to film the series on studio lots. The series was to be titled "Hollywood Parade."
- President Eisenhower may be seen by the nation's theatre audiences in the give and take of a

famous institution, the press conference. The White House has released a recording of one, for radio networks. Press Secretary James C. Hagerty said this was a "first step" in expanding coverage. White House officials shortly after the President arrived in Washington said they hoped to arrange televising and filming of press conferences.

- Don't look for any startling recommendations next year on the admission tax from the Manion Commission, which is the official Washington commission studying what federal tax sources should be surrendered to the states. A Commission official says the group won't have "anything conclusive on any major problem" by its March 30 deadline, will likely ask for an extension until 1956 for detailed recommendations.
- b Global circulation for screen advertising is the aim of a new organization, International Screen Advertising Service, in London. It claims contractual advertising outlets in 15,800 theatres of Germany, France, Italy, and Great Britain, and that it will move into this country. The principals are executives of Pearl and Dean, Ltd., formerly with the J. Arthur Rank-controlled firm, Langfords.

The Money Making Stars

STAR VALUE, the enduring box office potential of a name on the theatre marquee, is tested and proved again in the 22nd annual poll of exhibitors to determine the Ten Best Money Making Stars of the year. The poll, conducted by The HERALD for "Fame," will be released for publication December 31. Acknowledged as the only accurate gauge of the actual value of star names and standing, the poll is eagerly awaited by the industry and by those outside of it who have an interest in the motion picture business.

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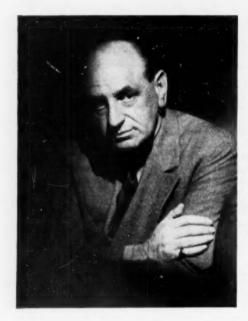
This week in pictures





AN APPEAL FOR HELP, from Basil O'Connor, right, president of the National Foundation for Infantile Paralysis, sponsoring a March of Dimes trailer. With him, Joseph Nee, Foundation fund raising director, who also spoke at the New York luncheon. The Foundation seeks \$75,000,000.

THEY CAME TO HELP. At Moisant International Airport, New Orleans, Gaston J. Dureau, Jr., Paramount Gulf Theatres president. welcomes the Hollywood personalities who made personal appearances in Mississippi to help tornado victims. They are Jerry Colona, Mrs. William Demarest, Julia Adams, Mr. Demarest.





N. B. SPINGOLD, left, vice-president in charge of advertising and publicity for Columbia Pictures, in New York, in March will retire to "semi-inactive status." He will continue a director and will be a consultant. Paul Lazarus, Jr., will assume many of Mr. Spingold's du-

LIGE BRIEN, Associated Motion Picture Advertisers president, at microphone, officiates at the annual Christmas party in New York Tuesday. Gordon White and Blanche Livingston are at the bowl-of-chance, and on the dais are Martin Starr, Leon Bamberger, Vincent Trotta and Rutgers Neilson. As is custom, nearly everyone won a prize.





by the Herald

C. R. B. SALMON is the new vice-president of the J. Arthur Rank Organization of Canada, Odeon Theatres of Canada, and J. Arthur Rank Film Distributors of Canada.

MAX MENDEL has been in New York seeking contact with smaller independent producers and their representatives, hoping to be their agent in Germany. Mr. Mendel, a former Paramount salesman, and then foreign executive with Universal and RKO, is in Frankfurt.



IN TACOMA, at the premiere of 20th-Fox's "The Robe," Will J. Conner, left, general manager of Hamrick's Tacoma theatres, welcomes Governor Arthur B. Langlie and Mrs. Langlie, and publisher Frank S. Baker.

PLANNERS, right. Prior to the opening of Warners' "The Eddie Cantor Story" at the Paramount, New York, Wednesday evening, this group planned the "salute to Eddie Cantor," part of the festivities. Seated, Brigadier Gen. David Sarnoff, and TV performer Bess Myerson. Standing, Israel Cummings and George Gershman.



A HAPPY NEW YEAR from Paramount's Pat Crowley, of "Red Garters." You will note Miss Crowley is wearing a garter.



TRADE WARNED IT MUST FIGHT FOR TAX RELIEF

See Last Summer Vote No Guarantee of Speedy Action This Session

by J. A. OTTEN

WASHINGTON: Just because Congress this year voted to repeal the 20 per cent Federal admission tax, it is not to be assumed that it's a dead cinch that Congress will do the same thing in 1954.

- ¶ That warning against industry over-confidence comes from members of Congress themselves and from seasoned tax observers in Washington.
- ¶ They feel that the motion picture industry has to do just as good a selling job in 1954 as it did in 1953 to get Congress to vote for complete lifting of the tax.
- ¶ They believe that the worst thing that the industry could do is to think that this year's selling job will carry over to next, without very much new or extra effort.

Of course, getting some tax relief—a reduction to 10 per cent, say—should be easier. President Eisenhower, in his veto message of the Mason repeal bill last summer, promised that the administration would urge some reduction. But complete repeal is quite another matter.

The problems confronting the industry here are two-fold:

In the first place, the Treasury Department is still faced with a huge federal deficit, probably even larger than the one which greatly influenced the administration in favor of a veto of the Mason bill this past year. Department officials feel obliged to continue to resist any substantial tax reduction efforts beyond those recommended by the President. Some Treasury officials indicate they are already unhappy that President Eisenhower promised to support any reduction at all in the admissions tax; others emphasize they are committed to reduction, but no more.

Many Industries Will Seek Relief Next Year

Secondly, members of Congress will be faced next year by many more competing demands for excise cuts for other industries. This year, many other industries held off their tax-relief campaigns on the theory that Congress would not act on excises and that they should save their strength for the 1954 election year, when Congress might be more attentive to excise relief.

About the only industries waging active tax relief campaigns this year, in addition

REMBUSCH TO LEAD INDIANA TAX UNIT

Trueman T. Rembusch, formerly one of the three co-chairmen of the Council of Motion Picture Organizations, has been named chairman of the COMPO Tax Repeal Campaign Committee for Indiana. Others on the committee are: Alex Manta of Chicago, Marc Wolf of Indianapolis, Lisle Kriegbaum of Rochester, S. J. Gregory of Chicago, Richard Lochry of Indianapolis, Duncan Kennedy of Chicago, Oscar Fine of Evansville, Al Borkenstein of Ft. Wayne, and Bruce Kixmiller of Bicknell. The appointments were made by Roy Kalver, president of Indiana Allied.

to the film industry, were the legitimate theatre and the fur industry. Next year, appliance manufacturers, phone companies, luggage makers, jewelry firms and many more will be making intensive drives for excise cuts. The more revenue lost in relief for other industries, the less that can be afforded for the film industry.

On the brighter side, 1954 will be an election year, in which all members of the House and one-third of the Senate will be up for reelection. These law-makers will be conscious of the vote-getting potential of excise cuts. Moreover, due to the 1953 industry campaign, most law-makers are already well-acquainted with the industry's problems and needs. The industry made many friends by its policy of thanking, even after the veto message, those law-makers who supported the Mason bill.

Under this setup, the tone of the industry's case may change. While complete lifting of the admissions tax may remain officially the goal, more and more emphasis may be put—in unofficial, private talks with Congressmen, at least—on obtaining complete relief for lower-priced tickets and partial relief for the higher-priced tickets sold mainly by the larger theatres.

Such a scheme would have the advantage of cutting the revenue loss for the Government and still remaining politically attractive to the Congressmen trying to please the largest number of voters at the lowest cost to the Treasury.

RKO Pictures Will Release "The Saint's Girl Friday"

"The Saint's Girl Friday"
Julian Lesser's "The Saint's Girl Friday"
has been acquired for world distribution by
RKO Pictures. It co-stars Louis Hayward,
Naomi Chance and Sidney Taffler, and was
directed by Seymour Friedman.

Must Keep CinemaScope As Is: Fox

No compromise with quality, is 20th-Fox's ultimatum, delivered Wednesday to the world by Spyros P. Skouras, president, who returned to New York from three weeks in Germany, Italy, France, Greece and England. CinemaScope will not be diluted in quality by decreasing its components of screen, sound and light, he said. Only small theatres, as previously announced, will be allowed to use less than specified by the company, and this only because manufacturing and exhibition standards here have improved under the impetus of the medium.

Exhibitors wherever he went in Europe complained like their brethren here, but they are happy with "The Robe," he said. To tamper with CinemaScope would be like asking Cinerama to operate with less than three cameras. "Conversion" gadgets for sound and any other compromises may bring the industry back to the status under which 6,000 theatres have closed, he charged. More orders will bring the price of Cinema-Scope equipment down, he promised.

Whether MGM, Warners or other companies offer their CinemaScope films without standards of exhibition is not his concern; he is "fighting with all my strength to keep this medium intact."

Producers in Italy, France, Germany and England have agreed to make 25 to 40 CinemaScope pictures next year, he said. In England, by the end of May, 500 theatres will be equipped, on the Continent another 500 to 750.

The company's domestic gross probably will be \$67,300,000, compared with last year's absolute gross of \$57,400,000, Charles Einfeld, vice-president, predicted. The foreign gross will probably be \$38,250,000, compared with last year's \$35,737,000, he added. The total may amount to a record \$106,000,000.

In a report to stockholders this week, Mr. Skouras said earnings for the third quarter of 1953 would be an estimated \$1,275,000, and that the 39-week total would be \$1,433,000, equal to 52 cents per share of common stock.

"Pecos Bill" with "Rob Roy"

Walt Disney Productions is making available a 25-minute cartoon short, "Pecos Bill," to accompany his "Rob Roy, the Highland Rogue," which will be released in February, Charles Boasberg, RKO Radio general sales manager, has announced.

HOLIDAYS GLITTER WITH SPARKLING PREMIERES

CinemaScope, 3-D and Just

A series of glittering premieres was launched by the industry in New York during the week as the companies put their best product forward for the holiday season.

Among the pictures which bowed in were MGM's "Knights of the Round Table." 20th Century-Fox's "King of the Khyber Rifles," Columbia's "Miss Sadie Thompson," Warner Brothers' "The Eddie Cantor Story," and the United Artists' release, "Heidi.'

"King of Khuber Rifles" Is Invitational Affair

Tuesday evening at the Rivoli theatre "King of the Khyber Rifles," in Cinema-Scope and color by Technicolor, had its premiere. The debut of the film starring Tyrone Power and Terry Moore was attended by a host of notables from all fields of endeavor. Television, radio, newsreels and still cameramen covered the invitational event. Saturation TV and radio advertising and promotion was set in motion by the company for the picture. An authentic Scotch bagpipe band, similar to those used by British garrisons in India a century ago, performed at the premiere in front of the theatre and atop the marquee.

Wednesday night at the Paramount theatre, the all-star premiere of "The Eddie Cantor Story" was launched. The film is in color by Technicolor and has Keefe Brasselle impersonating the famous comedian. The all-reserved seat opening filled the house to honor Mr. Cantor and the unique charities, the Educational Alliance whose alumni, with the Eddie Cantor Camp Committee, were sponsors of the affair. The premiere was attended by celebrities from all fields, with Mayor-elect Robert Wagner, Jr., heading the list. Robert Alda, stage, screen and television star, was master of ceremonies of the 30-minute telecast from the lobby. He interviewed celebrities via ABC-TV.

"Sadie Thompson" Has Midnight Premiere

"Miss Sadie Thompson" was ushered into the Capitol theatre in the early hours of Thursday morning before a celebrity-filled audience. The Columbia 3-D film in color by Technicolor stars Rita Hayworth and Jose Ferrer, and the latter played host at the midnight premiere. A contingent of actors from the cast of the film was on hand, led by top featured player Aldo Ray and including Harry Bellaver, Russell Collins, Rudy Bond and Henry Slate. Literally dozens of players from stage and screen were present. Naturally, noted members from other walks of life also attended.

Plain Quality Share the 'KNIGHTS' GETS TOP-FLIGHT COAST PREMIERE TREATMENT

MGM's first production in CinemaScope, "Knights of the Round Table," received rousing world premiere treatment Tuesday night at the Egyptian theatre in Hollywood, kicking off 15 engagements of the film starting between now and New Year's Day.

The tale of chivalry, starring Robert Taylor, Ava Gardner and Mel Ferrer, was filmed on location in England in Eastman Color. Prints are being rushed to fill as many holiday bookings as possible. Stereophonic sound, of the four-track type being used by 20th-Fox with its CinemaScope features, is used for the domestic release prints of "Knights."

Highlight of the early ballyhoo on the picture was the Gillette Christmas Day TV show, broadcast coast-to-coast over NBC-TV, and featuring three minutes of two scenes from the picture. The film portion of the program originated from the west coast and was introduced by star Mel Ferrer from New York. Regulation TV and radio spots also are promoting the picture.

A review of the film is to be found in this week's Product Digest Section. The HER-ALD reviewer, who classified the picture as "Superior," found the drama to be "a glorious screen pageant whose pictorial and exploitation qualities have been enhanced to bonanza proportions through the use of the anamorphic medium." The film is seen to be "a true record-smasher."

Overseas engagements of the film have not as yet been set, but it is expected that all prints for those engagements will be equipped with a new type of sound track, developed by Loew's International and called Perspect-a-Sound. It is understood that this is a single optical track system which can give the stereophonic illusion through three speakers, while also being compatible with single speaker sound systems. What color process will be used for the overseas prints has not been set.

Following its Egyptian theatre premiere in Hollywood, the film opened Christmas Day in the following locations: Loew's Grand, Atlanta; Loew's State, New Orleans; Loew's State, Cleveland; Adams, Detroit; Penn, Pittsburgh; Loew's Midland, Kansas City; Loew's, St. Louis.

Openings December 31 include Loew's State, Memphis; Loew's, Indianapolis; Palace, Dallas; State, Houston; Majestic, San Antonio; Warfield, San Francisco; Plaza, El Paso, and the Broadway theatre, Portland. Ore.

Last Saturday thousands of giveaways for youngsters and adults featured the "Heidi" invitational premiere and party luncheon at the Little Carnegie Theatre. More than 400 children, brought by representatives of the press, attended. "Heidi," a Lazar Wechsler production which won the grand special award at this year's Venice Film Festival, is being shown with "White Mane," a 40-minute subject and grand prize winner at the 1953 Cannes Film Festival.

Skouras Adamant on CinemaScope in Britain

LONDON: Spyros Skouras, 20th Century-Fox president, stood adamant on two fronts here Tuesday against changes in the company's CinemaScope sales policy with respect either to approved theatre screens or to stereophonic sound.

At an informal meeting with leaders of the Cinematograph Exhibitors Association, and later with John Davis, managing director of the J. Arthur Rank Organization, Mr. Skouras refused to make concessions either in waiving the company's insistence on fourtrack stereophonic sound for its Cinema-Scope presentations or modifying its demand for Miracle Mirror, Astrolite or other screens of equivalent quality.

In the case of the Rank Organization, Mr. Skouras' stand will mean the replacement of Stableford wide screens already installed in many of its theatres which have contracted to play "How to Marry a Millionaire." Mr. Skouras told the C.E.A. delegation of tests 20th-Fox has agreed to make in the U.S. next month on single track sound. He said in view of these tests he could not discuss a change in policy now but would meet with C.E.A. representatives again probably at the end of January when the tests are completed,

Following the meeting with Mr. Davis, it was definitely confirmed here that Rank's theatre company agreed to equip 75 of its key theatres with full CinemaScope requisites.

By the end of next May it is anticipated that there will be 300 full CinemaScope installations here.

Mr. Skouras let it be known that Cinema Scope, insofar as he is concerned, is a matter of all or nothing, and he is not disposed currently to consider partial installations.

Broadway Will ** on New

Beneath the
12-Mile Reef
12-Mile Reef
TECHNICOLOR
IN CINEMASCOPE

The Robe

CINEMASCOPE

CINEMAS
INSURES A PROS
FOR THEAT

Look Like This Year's Eve/







COPE
PEROUS NEW YEAR
RES LARGE AND SMALL

Terry Ramsaye Says

THE LA VOY ADVENTURE—From far off Johannesburg in South Africa comes a three-line dispatch to say that Merle La-Voy, cameraman extraordinary, died way down the December 6, at age 67. He is a much forgotten figure in the color-laden

tradition of earlier years.

A stalwart in his late teens, he ran away from his home in Tower, Minnesota, to be a dishwasher in a lumber camp. He took his dog along. The cook kicked the dog and Merle kicked the cook. He got fired for that and next appeared in Alaska. He packed freight on his broad back over the White Horse pass. He loaned money to a pal and got paid off with a Kadak, somewhat against his will. That made a photographer of LaVoy. His success came considerably from his capacity for going places where only strong and daring men ventured; such as the first ascent of Mount McKinley, for instance. He soon discovered that the motion picture camera was an instrument of adventure. It took him to far dangerous places around the world.

In Chicago in an odd-jobs interlude he made a trailer to promote Chautauqua appearances of Thomas Riley Marshall. When World War I broke, LaVoy went to Washington, where by then Mr. Marshall was Vice-President, to get free lance credentials. He got a Marshall letter, and with another from Josephus Daniels, Secretary of the Navy, and with those yet another, "to whom it may concern," from Lindley M. Garrison, Secretary of War. Then armed with that he arranged to photograph the war for the Red Cross, and sailed. He and his camera were all over the fronts, and, incidentally, delivered a war-time feature entitled "Heroic Ser-

bia." Remember Serbia?

LaVoy was minded to record the all important figures of Britain and went to London to lay camera siege on No. 10 Downing Street. He got jailed for standing a London bobby on his head, sang lumberjack ballads and sea chanties so loudly they threw him out of jail to let the prisoners sleep. He went back to the camera and was taken in for questioning as a spy suspect by Scotland Yard. He laid aside his routine credentials and displayed his letters, Marshall, Daniels, Garrison. When the parley was over LaVoy was given a concealed camera location from which he could picture the entrance at No. 10 Downing Street.

Fverafter he was on adventure trails and risky assignments. He was employed

by this writer on the staffs of three news-reels, the last Pathe. LaVoy went where the trouble was. He was deep into Asia and the Chinese conflicts. He knew the tropics from Fiji and New Guinea to the Solomons and the Society Islands. He nearly always wanted to be somewhere else where something else was happening. Cables came in from unexpected places—and he sent the film. One may wonder what he was doing in South Africa—last I heard from him was three years before in a message by "ham radio" from a Philippine jungle outpost.

LARRIKINISM—That's the word for vandalism down in Australia, whence comes an item about the troubles of exhibition with young hellions. E. T. Gibbons, manager of the Regent theatre in the Swan Hill community, apparently in the Melbourne region, has stepped into a Page One advertisement in his local paper, headed: "An Open Letter to Theatre Patrons and Parents." He says:

"... the general behavior of the children is becoming worse... Drastic steps must be taken to stamp out this larrikinism... it is not the responsibility of the management to educate children in correct conduct in

public places. . .

"Consequently it has been decided that no children of school-going age will be admitted to evening performances unless accompanied by an adult."

The affliction of inadequate parenthood is apparently a wide epidemic of the

WAY BACK IN CINERAMA — Fred Waller, the inventive father of Cinerama, is getting these days considerable biographical attention in the press. It seems to find him a camera and effect expert in vears agone with Paramount. That's not far enough. This recorder of rememberings recalls a first contact when Mr. Waller had come newly to movieland, circa 1914, in charge of posters for NYMP, the healthy independent, Bauman and Kessel component of the Mutual Film Corporation group. Perhaps there, concerned with pictorialism in the swashing areas of poster paper he got a pictorial impulse ancestral to his contemporary spectacular contributions to the dimensional extravaganzas of the screen today.

Test Device To Convert Sound Track

A device to convert four-track stereo sound so it may be played through conventional equipment is being tried by the Walter Reade Theatres, Edwin Gage, vice-president, announced this week. The company is using a test strip of "The Robe," designed for houses with 1,500 seats or less. Results are good, but they could be better, he said; and experiments with the new device will continue.

The device uses a penthouse, preamplifiers, a "mixer," and a power supply unit for "boosting." This converts magnetic sound for use in the optical sound system. Cost is said to be \$3,000 for a theatre which might ordinarily spend \$8,000. Mr. Gage commented some theatres with a 20-foot screen couldn't accommodate three speakers, and an auditorium horn in such a house would be distracting.

Other circuits and some independent exhibitors are considering the equipment, it is learned. Particular application is in the "interim" period during which companies are releasing prints with either or both conventional and stereophonic sound.

Meanwhile, RCA announced in Camden that during October five circuits and more than 100 independent theatres had ordered its stereophonic sound equipment. Delivery in some instances is being made directly from the factory.

Stanley Warner Gets New 6-Month Time Extension

WASHINGTON: The Justice Department has agreed to give Stanley Warner Theatres a six-month extension, until July 4, 1954, of its theatre divestiture deadline. Justice officials said that the circuit still had to sell about 22 theatres out of a total of 54 prescribed for sale under the Warner consent decree. The original decree, effective January 4, 1951, gave the company two years, until January 4, 1953, to get rid of the 54 theatres. Extensions had pushed the deadline back to January 4, 1954, and now the latest extension carries to July.

MCM Circuit Buys Four More Florida Theatres

The MCM Theatre Circuit, with head-quarters in Leesburg, Fla., this week purchased four theatres from B. B. Garner and Associates of Lakeland, Fla., it was announced by Bill P. Cumbaa, general manager of MCM. The theatres involved are the State, in Eustis, Garden drive-in of Eustis, the Princess in Mt. Dora, and the Uma in Umatilla. The purchase, a cash transaction, brings the MCM circuit to 17 theatres, 10 of which are in Lake County. Other officers of the MCM circuit are Hugh G. Martin, Sr., and Major Hugh G. Martin, Ir.



Speaking of Crystal Balls . . .

Innovation in the 1953 issue of FAME—forthcoming motion pictures were selected as "Candidates for Fame" for the then coming year.

Selections were made according to a pre-evaluation of the assets of features slated for release during the next twelve months—an experiment in prejudging on the basis of the advance information available.

It is notable that taken into consideration was the up-to-date performance record of the stars, writers, directors and producers of each of the features concerned—data taken from the records published in the "Audit of Personalities" sections of the same issue of FAME. The significance and reliability of the records in FAME have long been realized throughout the industry.

About the only value of hindsight is to check on the accuracy of foresight. That the method developed for "Candidates for Fame" in the Looking Forward section is sound was proven most decidedly by the fact that it rang up an amazing score of 79% subsequently recorded as box-office "Champions." Look at these titles—in the light of what you know about them NOW:

THE BAND WAGON *
CALL ME MADAM *
FROM HERE TO ETERNITY *
HANS CHRISTIAN ANDERSEN *
JULIUS CAESAR
LITTLE BOY LOST *
MOGAMBO *
MOULIN ROUGE *
PETER PAN *
THE ROBE *
SALOME *
SCARED STIFF *
SHANE *
THUNDER BAY

Denotes a box-office "Champion" recorded in the monthly reports published in Motion Picture Herald during 1953.

The 1954 "Candidates for Fame" are now being selected for the *Looking Forward* section in the coming issue of FAME. Thousands will be watching for it. The findings of FAME are quoted to many millions.

TOA PROPOSES Paramount TRADE TALKS

Reade Plans Approach to Companies for Regular Joint Conversations

Walter Reade, Theatre Owners of America president, disclosed in New York Monday that a proposal to hold regular exhibition - distribution meetings is being drafted by TOA. The meetings would be held with the sales managers committee of the Motion Picture Association of America, and representing exhibition would be a committee named by TOA, Mr. Reade explained.

In outlining the program of TOA for 1954, Mr. Reade said that the organization hopes and intends to set up a much better liaison with distribution.

To Write Feldman

In order to achieve that aim Mr. Reade said he would send a letter shortly proposing regular meetings to Charles Feldman, chairman of the Motion Picture Association of America sales managers committee. would want to meet with them quarterly or as often as necessary" to discuss problems ranging from trade practices to availability of acetate film, the TOA president said.

Among other TOA projects for 1954, Mr. Reade said, are a research program; to aid in the fight to eliminate the 20 per cent Federal tax, and to give more assistance to local and regional TOA organizations.

Commenting on the general outlook for 1954, Mr. Reade said he saw more and more films being made in color, the probable standardization of a 3-D single film strip problem, and the improvement of stereophonic sound in the production of films. On the latter score Mr. Reade said the technical advances on stereophonic sound at the studios will increase stereophonic sound installations in theatres. However, he predicted that studis will release films in conventional sound, too, to those theatres in which it is "impractical" to install stereophonic sound equipment.

Calls Shortage "Acute"

The TOA president described the product shortage as being "very acute" right now, blaming what he called one of the wors Decembers in years on lack of product. Being a believer in the law of supply and demand, Mr. Reade forecast that this condition would correct itself.

Regarding general business conditions among exhibitors, Mr. Reade said he had been talking a great deal all over the country, referring to TOA regional meetings, and he was informed of improved business conditions in the east and far west. These areas have weathered the competition of TV. he maintained, while many areas in the

south and southwest are first feeling the effect of TV, a competitive factor which lessens with the years. There will be many fine films for release in 1954, he stated, and they should be of much help.

On theatre TV, Mr. Reade said he looked for more activity in that field during the coming year, foreseeing more shows and additional installations. TOA, he continued. is now engaged in a project to try to expand the children's library of the MPAA.

Warners to Use All New Techniques

In an annual report to stockholders of Warner Bros. Pictures, Inc., Harry M. Warner, president, declared that "in addition to CinemaScope, our films will be produced for wide screens and in 3-D or 2-D, Warner-Color or Technicolor and Warner Phonic sound." He added that the nature of the story to be filmed will determine the technique or combination of techniques utilized for any production.

A net profit of \$1,575,000 for the six months ended August 31 was reported. It was explained that on February 28, the production and distribution assets and liabilities of Warner Bros. Pictures, Inc. (1923) since dissolved, together with all other assets and liabilities not related to the domestic exhibition of pictures, were transerred to the new company. Net earnings for the previous six months, ended February 28, were \$1,-333,000 for a combined net of \$2,908,000. This, compared with a net \$7,085,000 for the year ended August 31, 1952, which however, included Warner Theatres, which since that time have been acquired by the new Stanley Warner Company.

The report states that the operating results of the company for the quarter ending November 28 were not yet available, but from information on hand, gross domestic and foreign film receipts will be lower than those of the old company for the corresponding period last year, resulting in lower net

Carolina Tent Elects Vickers

John Vickers, head of Carolina Delivery Service, has been elected chief barker of the Charlotte, North Carolina, Variety Club, to succeed Bob Alander. Other new officers include H. F. Kincey, first assistant; Frank Beddingfield, second assistant; J. Francis White, Jr., dough guy, and Bob Simril, property master.

Buys Former Warner Lot

HOLLYWOOD: In a transaction believed to involve several million dollars. Paramount Pictures Corp. Tuesday bought the 100-acre Hollywood studio of Warner Bros. where the first talking pictures were made. Paramount will move its television station KTLA, and its TV film studio to the newly acquired property and will provide space there for the long-planned museum of the Motion Picture Relief Fund. The transaction also provides that Paramount will lease back to Warners a portion of the space which the latter company now uses for the production of cartoons. Warners acquired the Sunset Boulevard property in 1920, developed talking piocures there and moved in 1928 to the present Warner studio in Burbank.

Columbia to Study Plan of Subsidiary

Columbia stockholders meeting in New York last week reelected directors, heard proposals for formation of a subsidiary company to hold old films carried on books at one dollar, and to "streamline" management, and heard a message of hugely increased grosses during the last half of the

Directors reelected are Harry Cohn, Jack Cohn, A. Schneider, Leo M. Blancke, N. B. Spingold, A. Montague, Donald S. Stralem, Alfred Hart, and Abraham M. Sonnabend. Lester Martin was nominated from the floor but asked that his name be withdrawn.

Mr. Martin proposed the new company He said old films could be sold or rented for benefit of shareholders and the company could be tax-free. Charles Schwartz, company secretary, said the board would study the idea.

V. H. Mardfin, who said he represented a committee of three, proposed cumulative voting for directors, and election of two directors to represent smaller stockholders allegedly standing for 60 per cent of outstanding stock. He criticized allegedly ex-cessive salaries and expense accounts, and charged management needed reorganizing. He added because the meeting was two months early, he had been unable to make contact with other stockholders and was denied opportunity to get a new list of stockholders.

A. Schneider, vice-president and treasurer, noted the September quarter showed an \$18,000,000 gross, \$1,500,000 of which was from "From Here to Eternity" and that the December quarter would realize a gross of \$20,000,000.

Wage Pleas Big Problem For Britain

by PETER BURNUP

LONDON: With every section of the industry here intent on drastic cost-cutting, it finds itself faced on all sides with higher wage demands. The unexpectedly tough attitude, accordingly, taken by the Film Laboratory Association in rejecting the latest demand of the Association of Cine & Allied Technicians rates approval among all leaders of the trade. For once the employers told their work people in detail why there had to be a halt.

The union had asked for, among other things, a general rise of 30 shillings a week for all laboratory workers, basing the demand on what it claimed to be a rise in the cost of living. The employers forthwith prepared a document citing official statistics and showing that over a period of years laboratory wages are in excess of those in the best paid industries in the country. A copy was handed to every employee with his pay envelope.

Compares with Others

The Laboratory Association took a line through a number of industries generally accepted as the most prosperous in this land. In the motor vehicle and cycle industry it showed that adults are paid a weekly average of 227s 4d. Other examples quoted were printing and publishing (226s 2d), aircraft manufacture (226s), cement industry (223s 6d.)

Laboratory adult workers get a weekly average of 228s 3d for 46.5 hours. A.C.T.'s claim, it was stated, would bring the average up to 255s 7d. The document shrewdly pointed out also that since 1951 productivity per man is down 3.7 per cent based on footage processed. It referred moreover to capital investments necessary to keep in step with modern techniques. At Denham laboratory alone over £500,000 has been invested in the last five years on plant, it was stated by the Film Laboratory Association further on in its report.

Find No Justification

The employers told the work people they found no justification for any of A.C.T.'s latest demands which included, in addition to the wage increase, a 40-hour week with three weeks' paid holiday and a condition of employment that each new employee should automatically become a member of the Union. The outspoken document concluded by telling A.C.T. that if they can produce satisfactory evidence to show that their employees are not being remunerated "fairly, as compared with employees throughout industry generally, we are quite willing to to give your application further consideration."

At a subsequent meeting between the em-

COLOR TV GETS WORD, BUT IT'LL BE QUITE A WHILE YET

Television broadcasters and set manufacturers this week rushed plans for color TV, finally approved last Thursday by the Federal Communications Commission. Given commission blessing was the new compatible color system urged by most of the television industry through the National Television System Committee.

Frank Folsom, president of RCA, announced Monday that at least 12 months will elapse before RCA will reach mass production of color TV sets. These sets, he said, will have a 14-inch picture size and will be priced between \$800 and \$1,000. Joining Mr. Folsom in hailing the FCC decision was David Sarnoff, chairman of the board of RCA, who said that the FCC action speeds the day of color television in the home.

Speaking for the Columbia Broadcasting System, Frank Stanton, president, said that during 1954 "CBS television in its color broadcasting will make available to the public its regular programs on a rotating basis, so that before the end of the year each of the regular programs . . . will be viewed in color."

Both CBS and NBC rushed color programs on the air the very day of FCC approval. Officials of the industry and of the Commission cautioned, however, that the widespread introduction of color broadcasting and color sets would come slowly.

W. R. G. Baker, chairman of the NTSC and of the Radio-Electronics-Television Manufacturers Association, said "only a trickle of color television receivers will be manufactured during 1954" and that "it will be some time before more than a few hours weekly are devoted to color broadcasts."

Dr. Baker declared it might be years before quantity production can be reached. Moreover, he emphasized, early receivers will be very expensive, with small screens costing about \$1,000.

Earlier the Commission approved the CBS non-compatible color television system, which would have precluded the reception of color broadcasts on black and white sets. However, this was never used to any extent and now CBS has gone along with most of the rest of the industry on the new compatible color standards.

The Commission said the new standards "provide a reasonable basis for the development of a color television service in the public interest." Accordingly, it added, "they are being substituted for the non-compatible system approved in 1950 as the best of the three systems then proposed, but which has not since been exploited." It declared the new standards "produce a reasonably satisfactory picture with a good over-all picture quality" and are sufficiently flexible to accommodate later improvements and refinements.

ployers' Association and A.C.T. the former reiterated its forthright refusal of the employees' demands.

The Laboratory Association's stand is looked upon as a first-rate example of industrial relations particularly in view of demands pending from other sections. A rise of 30s per week has been asked in behalf of studio workers. The National Association of Theatrical & Kine Employees has given notice to the renters to terminate the existing agreement in that section. C.E.A. currently is discussing with the Ministry of Labour an agreement it is negotiating with the Managers' Society which would give an over-all rise to managers.

General Theatre Investment Seeks Theatre Properties, Ltd.

General Theatre Investment Co., Ltd., of Toronto, has offered to buy the 96,855 outstanding common shares in Theatre Properties, Ltd., of Hamilton, Ontario. The latter owns the Palace and Capitol theatres in that city and also an interest in the Savoy. It leases them all to Odeon Theatres for operation. The offered price last week was \$15.34 per share. Trading price on the Toronto Stock Exchange has been \$13.50, it was reported.

To Transfer Trade Show To Canadian Council

TORONTO: With a view to giving national scope to the feature event, a move has been made to transfer the sponsorship of the Canadian Theatre Equipment Show from the Motion Picture Theatres Association of Ontario to the broader Motion F. ture Industry Council of Canada for the staging of the second exhibition here next fall. The step is voluntary. The Council is expected to have the cooperation of the Canadian section of the Theatre Equipment Dealers Association in its move for transferring the exhibit

Ontario Theatre Men Reelect McCulloch

John M. McCulloch, of the Iroquois theatre, Petrolia, Ontario, last week was reelected president of the Ontario Theatres Association. Other officers elected are E. G. Forsyth, of Odeon Theatres, vice-president; Lionel Lester, Studio theatre, Toronto, secretary; Jack Clarke, Loew's, Toronto, treasurer; Arch H. Jolley, executive secretary; Mr. Lester, membership committee chairman; Angus Jewell, Cannington, budget and finance committee chairman.

EASE RULE BY U.S. Reports COURT DECREE

Chicago Judge Suspends the Jackson Park Writ: Alter Towne Decree

CHICAGO: A general relaxation of court supervision of the motion picture industry was foreshadowed by two important court actions here Monday.

In the first, Judge Igoe of the Federal District Court entered a formal order suspending for six months all provisions of the Jackson Park decree affecting Loop theatres, including the two-week limitations on first runs in defendant theatres and the requirement that films be released to neighborhoods the day after the end of their first runs in defendant theatres.

The other action was the elimination from the Towne decree of all defendant film companies but United Artists, following an outof-court settlement, freeing defendant theatres in Milwaukee from run and clearance limitations heretofore enforced by the

Teeth Remain in Decree

While the Towne decree still enjoins repetition of collusion by the erstwhile defendants, the Jackson Park decree still has more teeth by virtue of the fact that its provisions regarding neighborhood theatres operated by the defendants still are in force and that the present exemption of the Loop theatres is for a limited period, with further hearings to be held June 14, 1954.

The situation undoubtedly will be watched very carefully by Judge Igoe and Thomas. McConnell, attorney for the Jackson Park, to ascertain whether relaxation of the decree cuts off the flow of pictures from the Loop to the Jackson Park and other outlying theatres.

Confirming a report circulated earlier, Mr. McConnell verified that he and his clients have waived the two-week outlying run limitation on "defendant" theatres to allow them to run "The Robe" for two weeks, inasmuch as the Jackson Park will not be equipped for CinemaScope by the time the picture is released for its first subsequent runs January 15. Mr. McConnell said the exception has been granted by the Jackson Park for only this one instance.

The June 14 hearing at the end of the six-month period could very well determine the future pattern of buying and booking in Chicago.

"Spice" Premiere Monday

. The French comedy "The Spice of Life" will have its American premiere Monday at the 55th Street Playhouse in New York, Starring Noel-Noel, it has received three awards, two from France and another from Belgium.

Brazil Planning to Hold First Film Festival

Brazil will hold an international film festival, February 12-26, in Sao Paulo, officials of that country disclosed at a luncheon in New York Tuesday attended by news writers, and representatives of the American motion picture industry. The festival will "rank in importance with similar events at Cannes, Berlin, and Venice," Consul-General J. B. de Berenguer Cesar said. Dias Menezes, festival press director, asserted the American film industry will cooperate by sending delegations of stars and executives. Forty such will come from Hollywood, he predicted. Robert Corkery, Motion Picture Export Association negotiator who has been in Brazil, told of plans for the festival and reception of foreign visitors.

E. M. Loew, Laskey Get **Big Boston Property**

BOSTON: Four large parcels of real estate property in downtown Boston have been purchased by E. M. Loew and Lawrence Laskey, including the property housing the Center theatre and the Stuart theatre, and assessed at \$80,000. Washington Realty Corp. is the name of the new corporation, with Mr. Laskey as president and Mr. Loew treasurer. Loew-Laskey, under the new setup, plan to redecorate the Center, putting in new projectors, CinemaScope, 3-D and Stereophonic sound. Its manager is Harry Lavidor. The Stuart theatre next door has been operated for many years by Edward Carroll. This is one of the oldest motion picture theatres in the city and is unique for its bi-weekly presentations of Chinese films which are put on at midnight for the large Chinese population in that area. Harry Aronson will continue to manage the

Canadians Name Sprague

ST. JOHN, N. B.: At the annual meeting of the local unit of the Canadian Motion Picture Pioneers, held here, L. A. Sprague was named president succeeding R. G. March; M. F. Bernstein was elected vicepresident, and A. E. Smith, secretary-treasurer. Named the maritime pioneer of the vear was Herman McArthur.

Jamestown Promotes Smith

Ray Smith has been named vice-president of Jamestown Amusement Co., it has been announced by Gerald Shea, president. While continuing as head of the buying and booking department he will engage himself in overall operations as assistant to the president of the company.

Tax Figures For October

WASHINGTON: The Internal Revenue Service this week released admissions tax collections figures for October, but cautioned that a change in reporting requirements made them almost useless as a basis for comparison with 1952.

The Service reported that general admissions collections, plus various miscellaneous taxes on overcharges and box leases, amounted to \$32,437,000 in October, compared with \$32,210,000 in October, 1952. Total collections from July through October, the Service said, amounted to only \$80.814 .-000 this year compared to \$121,662,000 last year, a drop of \$40,848,000 or just about

However, the Service said, "The pattern of excise tax collections by months throughout the current fiscal year will differ from prior years due to the recent changes in the methods by which excise taxpayers file their returns and report their taxes." Instead of filing monthly returns, theatres need now file only a quarterly return. Moreover, this return has a 10-day grace period following the end of the month following each quarter, so that even the October returns would not show the total returns for the July, August and September months.

Television Prospects Are Examined by Goldsmith

The question in the television trade, Dr. Alfred Goldsmith, RCA consultant, told the year-end National Television Council luncheon in New York last week, is whether there are sufficient advertising dollars. The con-sensus is, he said, that there are. However, he outlined the present situation and prospects. There now are 28,000,000 receivers, served by 326 stations. Very shortly, this will increase to an "ex" number of receivers, and certainly some 1,600 stations. Dr. Goldsmith also traced the growth of color television and spoke of its future optimistically. He spoke similarly about magnetic tape for sight and sound.

\$5,000 Per Picture for Italian CinemaScope

Italian producers may lease the anamorphic lenses for CinemaScope productions at \$5,000 per picture, according to agreement last week between Fox Films, Italian 20th-Fox subsidiary, and Anica, the Italian film industry association. If the picture contemplated is an international co-production, the cost would rise to about \$12,000. Additionally, and ostensibly because the number of lenses is limited, Fox will allow them only for outstanding films. The cost is deemed reasonable, amounting to one or two per cent of that of a top color feature in that country, observers said.

Pittsburgh Council Scored For Tax Repeal Refusal

PITTSBURGH: Harry Hendel, secretary of the Allied Motion Picture Theatre Operators of Western Pennsylvania, last week accused Pittsburgh City Council President Thomas J. Gallagher of "a display of effrontery to a tax-burdened industry" in his comments on Council's refusal to repeal the 10 per cent city amusement tax.

In an open letter to Mr. Gallagher, Mr. Hendel said: "Financial and budget problems that confront Mayor Lawrence and the City Council now are tragically familiar problems to local theatre owners. In all, 22 theatres in the city of Pittsburgh have closed their doors in the last few years due to financial difficulties resulting in part from discriminatory Federal and city admission taxes."

Mr. Hendel paid tribute to the achievements of the motion picture industry and asked the Council to reconsider its stand on the anusement tax.

See Total of 14 Theatres For Cinerama in 1954

The expansion of exhibition facilities for Cinerama in the United States during 1954 was reported this week to be limited to an additional five situations, which would bring total installations up to 14. The Stanley Warner Corporation, which has exclusive production and exhibition rights to the process, was said to have plans for the foreign exhibition of Cinerama in 10 situations in the coming year.

Awards Are Presented to Altec Drive Winners

Awards to winners in Altec Service Corp.'s "ServiScope" sales drive were made at the company's New York headquarters Monday. Presentation was made by L. D. Netter, Jr., general sales manager, and Marty Wolf, assistant sales chief. The drive, which ended December 5, was the most successful in the company's history, according to Mr. Netter, and was participated in by all Altec divisions. Final tabulation produced a record-breaking number of contracts for stereophonic sound service, installations and booth contracts, Mr. Netter said.

Walter Reade TV Station Ready to Go on the Air

ASBURY PARK, N. J.: Station WRTV on Channel 58, the first new television station in the New York-New Jersey area in more than two years, and the first in the North Jersey coast area, went on the air December 14 for the first time with its test pattern. WRTV, operated by Walter Reade Theatres organization under the banner of the "Walter Reade Theatre of the Air," plans to begin commercial programming early in January. In heralding the official opening of the station, Walter Reade, Jr., president, pledged to bring to viewers "all the showmanship, service and care which has been the trademark in our motion picture theatres.

Will Celebrate Eastman 100th Birthday Next Year

Celebration will be held next year of the 100th anniversary of George Eastman's birth. The sponsor will be the George Eastman House of Photography, Rochester, N. Y. The House is an educational museum, a memorial to the photo pioneer. The House has asked the Postmaster General to issue a commemorative stamp, as part of the plans for celebration. Cited are Mr. Eastman's development of photography away from the wet plate, his pioneering in industrial relations, and his contribution of a fortune of \$100,000,000 to education, science, medicine, music and to the furtherance of the humanities.

Baltimore Judge Asks High Court Censor Test

BALTIMORE: The Maryland State Board of Motion Picture Censors' ban on medical reels in three motion picture productions was affirmed Tuesday by Judge Herman Moser in Baltimore City Court. At the same time, however, Judge Moser urged an appeal from his ruling by the distributors to determine whether the state board has a legal existence.

One of the films, "Street Corner," previously had been approved by Judge Moser. But he revised his decision after listening to additional medical testimony offered by the Censor Board. Medical reels were ordered deleted from that film and also from two others, "Story of Bob and Sally" and "Mom and Dad."

Judge Moser declared he feels "the time has come when the powers, even the very existence, of the Maryland Censor Board be settled by the highest court in the State." It has previously been declared by Judge Moser, in the "Moon Is Blue" case, that the Maryland Censor Board has failed to establish standards by which it measures and determines what is obscene and indecent, the basis for banning a film.

National Board Chooses "Caesar" Best of Year The ten "best" films of 1953 chosen by

The ten "best" films of 1953 chosen by the National Board of Review Committee on Exceptional Films are led by "Julius Caesar." Other pictures are "Shane," "From Here to Eternity," "Martin Luther," "Lili," "Roman Holiday," "Stalag 17," "Little Fugitive," "Mogambo" and "The Robe." The best foreign film of the year, according to the committee, is "A Queen Is Crowned." George Stevens was called best director, Jean Simmons best actress and James Mason, best actor. Walt Disney's "The Living Desert" was termed the outstanding documentary.



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by WILLIAM R. WEAVER

Hollywood Editor

IT'S SORT of fitting and more than a little reassuring that a year full of technological innovations and marked by a swing toward stage standards in subject matter and dialogue should wind up to the accompaniment of chargers' hooves and clanking armor as the planners or product turn back to the era of knighthood for big-screen ma-

Dramatizations Effectively On Big, Broad Screens

Although the days of King Arthur and his courageous kind, genuine as well as fictional, were not without their quotient of un-pretty story material, they were notable primarily, in the tradition that has come down to us, for the valor, the virtue, the chivalry and the fidelity that were prized above life and everything lesser or beyond. It will be refreshing to see some of these things dramatized favorably on the big, broad screens which, it must be now be manifest to all, demand subject matter big and broad enough to justify them.

Inclusive of the first MGM CinemaScope release, "Knights of the Round Table," disclosed this week, there are at least six big knighthood pictures in various stages of preparation for what promises, therefore, to be a highly competitive market. Warner Brothers is filming "The Talisman" and Universal-International cameras are grinding on "The Black Shield of Falworth" (formerly "Men of Iron"). Twentieth Century-Fox will be entering "Prince Valiant" in the lists and Columbia's "Black Knight" will be a challenger. Allied Artists' "Black Prince" is another, and there may be still others that have eluded this casual canvass.

Tell Mixed Story About Demand for Film Type

The knightly pictures of recent date and ready memory tell a mixed story about the demand for them as of the 1.33-1 proportion. The MGM production of "Ivanhoe" was a tremendous success without benefit of CinemaScope, or even wide screen. On the contrary, the Paramount producton of "A Connecticut Yankee in King Arthur's Court" was not, although, being a tonguein-cheek treatment of the subject, its experience carries less than equal significance.

What could have been expected of "Ivanhoe" in the super-dimensions is pleasant to guess at, and who can say CinemaScope wouldn't have salvaged "Yankee"?

Conjecture aside, the product planners are throwing stacks of millions of dollars behind their confidence in the appropriateness of knighthood as subject matter for CinemaScope treatment. It's hardly in the cards that they'll prejudice all these pictures and all these millions of dollars by slipping into them any of the border-line dialogue indulged in some quarters during 1953. Knighthood is family material.



The Motion Picture Relief Fund Christmas Card sales, all proceeds from which go to aid the needy in the production end of the industry, reached an all-time high last week Monday, passing 100,000. And the Permanent Charities Committee reached an aggregate of \$1,114,820, or 91% of its goal, with completion of the sought total expected before Christmas.



THREE PICTURES were started, and eight others were completed, in the week preceding Christmas Week, marking a letdown that is described by statisticians as "seasonal" and by payrollees generally as uniquely untimely, shopping being what it is at this time of year.

Universal-International's "Sign of the Pagan," going in CinemaScope and color by Technicolor, is the standout among the new undertakings. It is being produced by Albert J. Cohen and directed by Douglas Sirk, with Jeff Chandler, Jack Palance, Ludmilla Tcherina, Rita Gam and Jeff Morrow in the cast.

RKO got into the active column with Harriet Parsons starting camera work on "Susan Slept Here," directed by Frank Tashlin, which has Dick Powell, Debbie Reynoids, Alvy Moore, Glenda Farrell, Les Tremayne, Rita Johnson, Herbert Vignan and Mara Lane in the player list.

MGM's Henry Berman began shooting "The Prisoner of War Story," Ansco color, with Andrew Marton directing. Ronald Reagan, Dewey Martin, Steve Forrest, Oskar Homolka, Robert Horton and Darryl Hickman are in the cast.

Tiomkin and Staub to Make Short Films

Dimitroi Tiomkin, composer and conductor, and Ralph Staub, producer of Columbia's "Screen Snapshots," have agreed to produce a series of six 45-minute short features on famous composers and the conditions under which they wrote their renowned works. Mr. Staub will write the scripts, and compose, arrange, and conduct the music. Mr. Staub will produce and direct at the General Service studio, it has been announced.

THIS WEEK IN PRODUCTION:

STARTED (3)

MGM

Prisoner of War Story (Ansco color)

RKO

Susan Slept Here

UNIVERSAL

Sign of the Pagan (CinemaScope: Technicolor)

COMPLETED (8)

COLUMBIA

Black Knight (Warwick; Technicolor

INDEPENDENT

Kid from Outer Space (Panoramic) Over Africa (Hemisphere: Technicolor) Duel in the Jungle (Moulin-Asso. Brit-

ish: Technicolor)

SHOOTING (16) INDEPENDENT

Tender Hearts (Haas)

MGM

Brigadoon (Cinema-Scope: Ansco color) Student Prince (CinemaScope: Ansco color Bride for Seven Broth-ers (CinemaScope,

Eastman color)

PARAMOUNT

Conquest of Space Technicolor) Rear Window (Technicolor)

REPUBLIC

Hot Heiress Shanghai Story

MGM Valley of the (Eastman color) Kirlas

PARAMOUNT

Living It Up (Technicolor) Johnny Guitar (Technicolor)

UNIVERSAL

Fireman Save My Child

RKO

Big Rainbow (Technicolor)

UNIVERSAL

Black Shield of Fal-worth (CinemaScope; Technicolor) Playgirl

WARNER

Talisman (Cinema-Scope; WarnerColor) Ring of Fear (Wayne-Fellows; Cinema-Scope; WarnerColor) Lucky Me (Cinema-Scope; WarnerColor) Star Is Born (Cinema-Star Is Born (Cinema Scope; WarnerColor) High and Mighty Fellows; Cine-High and Mig. Cine-(Wayne-Fellows: Cine-WarnermaScope; Color)

Paramount Signs Hitchcock To Three-Picture Contract

Paramount Pictures signed producer-director Alfred Hitchcock to a contract requiring three features. It will become effective following completion of his "Rear Win-The first under it will be "Catch a Thief," which will star Cary Grant.

Rowland Tells Merchants Parking Space Is Problem

Lack of downtown parking space is hurting receipts of large theatres in major cities, Richard Rowland, director, warned, in an address last week to the San Bernardino Chamber of Commerce, California. Mr. Rowland stated the problem is the same for other businesses in metropolitan centers.

White Opens Agency

An employment agency in Beverly Hills has been opened by George White, for more than 25 years a film editor at MGM studio.

The National Spotlight

ALBANY

Visitors here included: Seymour L. Morris, Schine director of publicity and ex-ploitation; Bill Kraemer, chief booker for that chain; Dick Wells, new Albany dis-frict booker. . . . Kraemer accompanied trict booker. . . Wells, former statistician in the home offices and ex-short subject booker, on a break-in trip. Wells replaced Ray Pollack, who resigned. . . . The new Variety Club crew includes four Film Row men: W. Gordon Bugie, Paramount salesman; Frank Carroll, Metro office manager; Norman Jackter, Columbia manager; Jules Perlmutter, president of Perlmutter Theatres and of Perlmutter Booking Service. Perlmutter served as 1953 chief barker, WROW-TV protested to FCC the plan of RTFI-TV (Van Curler Broadcasting Corporation, which is controlled by Fabian Theatres and Troy Broadcasting Company) to locate its studios just north of the Albany city line, instead of in Schenectady—as originally scheduled.

ATLANTA

Herman (Dusty) Rhodes, drive-in owner of Georgia and Alabama, was host to bookers and office managers at his annual Christmas party at Variety Club. . . . R. B. Wilby Theatres was also host to managers bookers at a Christmas Party given at Atlanta Variety Club. . . In for a visit were: Rufus Davis, Jr., who has theatres in Dotham, Ala.; Abe Soloman, Independent Theatres, Chattanooga, Tenn.; Mrs. Charlie Wade, Clanton, Ala.; R. H. Brannon, Roswell, Roswell, Ga.; Ed Duncan, Carrollton, Ga.; Mrs. J. Petrey, Valley drive-in, Lanett, Ala. . . . Miss Grace Woodly, secretary to Columbia's southern district manager, R. J. Ingram, for the past 18 years, has resigned. . . Arthur C. Bromberg, president of Monogram Southern Exchanges, was at the Atlanta branch from his home in Alabama. . . . The Katz boys, owners of the Kay Exchanges, back in Atlanta after a visit to their Memphis and New Orleans branches.

BOSTON

Tony Zinn, former manager of the RKO Boston, has been transferred to manager of the RKO Memorial, with the Boston theatre now converted into "This Is Cinerama. . Bob Smith, former manager of the Memorial, has joined Stanley Warner Theatres as manager of the Capitol, Everett. . . . George Roberts, president of Sentry Lodge, B'nai B'rith, staged a successful social evening with a screening and a panel discussion on "What's My Line," for members and their families. . . . George Kraska, wellknown foreign film distributor in New England, has entered the Peter Bent Brigham Hospital for surgery. . . . Joseph Levine of Embassy Pictures, has acquired three former 20th-Fox releases, starring Randolph Scott and a John Wayne film, formerly distributed by RKO. . . . Tom Duane, who Tom Duane, who resigned as general manager of Lockwood & Gordon Theatres, has returned to distribution and has gone to Pittsburgh as branch manager for Republic Pictures in that territory.

BUFFALO

George J. Gammel, president of the MPTO of N. Y., western N. Y. Zone and head of the Gammel circuit in Buffalo, has been elected first vice-president of the Genesee Businessmen's & Taxpayers' Association. Gammel has several theatres in the area covered by this business association.
. . . A new Television corporation, Best Transmission, Inc., has filed incorporation papers. . . . Wally Wagner has been elected president of Buffalo Bill Tent, Circus Saints & Sinners. The 1954 convention will be held in Buffalo. . . . Arthur Krolick and Charles B. Taylor, assisted by Leon Herman of Republic, took a party of local newspaper, radio and TV folks to look over the big Air Force base, Niagara Falls, to promote "Flight Nurse.". . . Joe DeSilva, manager of the Playhouse in Canandaigua, tied up with seven local merchants to give away bicycles at ten matinees. . . . Joe Miller, operator of the Menands drive-in in the Albany district, was in Buffalo recently and had several lunches with Louis J. Lieser, head of Lieser Film Dist. Corp., who at one time worked for Joe, when he was a local exchange manager years ago. . . . Stanley Kositsky and his U-A staff had a big Christmas party in the exchange the other day. . . . Dalton Burgett is now the owner and

WHEN AND WHERE

January 27: Annual convention and board meeting, Virginia Motion Picture Theatre Association, Jefferson Hotel, Richmond.

February 2-4: National Allied Drive-in Theatre Association convention, Netherlands-Plaza Hotel, Cincinnati, Ohio.

February 2-4: Annual meeting, Independent Theatre Owners of Ohio, Netherlands-Plaza Hotel, Cincinnati.

February 5-6: National Allied board meeting, Netherlands-Plaza Hotel, Cincinnati.

March 28-30: Annual convention, Allied Theatre Owners of Gulf States, Edgewater Gulf Hotel, Edgewater Park, Miss.

April 6-8: Annual convention, Allied Independent Theatre Owners of Wisconsin, Hotel Shroeder, Milwaukee,

May 2-7: Semi-annual convention, Society of Motion Picture and Television Engineers, Statler Hotel, Washington, D. C.

operator of the Capitol, State and Regent theatres in Dunkirk, N. Y. and the Wintergarden in Jamestown.

CHICAGO

The B. & K. Valencia, Evanston, is running a holiday film festival. . . . Max Roth, of Capitol Films, has taken over distribution in this area of "Martin Luther." . . The Chicago Tribune has initiated a weekly "Neighborhood Movie Column," containing news and summaries covering films playing in outlying theatres, to be published on the movie page every Friday. . . Max Rosenbaum, of United Beverage Corporation, theatre drink concessionaires, has gone to Florida for the winter. . . Spyros Skouras, Jr., of Circuit Construction Corporation, distributors of Ampex Stereophonic sound equipment, addressed a general meeting of Allied Theatres of Illinois at the invitation of president Jack Kirsch. . . Mrs. John Balaban underwent surgery at Michael Reese Hospital. . . The Varsity theatre, Decatur, Ill., has switched to an art picture policy.

CINCINNATI

Despite the high quality of the offerings, grosses generally are down on all fronts reflecting the Christmas shopping, which this year appears to be heavier than formerly. . . . The Western theatre, downtown subsequent run house, has closed, with no indication as to when it will reopen. Declining receipts is given as the cause. . . . The Martin and Lewis picture, "Money From Home" is booked into a number of area theatres and also will be shown here as a New Year's Eve attraction. . . . The Cincinnati Variety Club, Tent No. 3, is arranging an ambitious party in the club quarters on New Year's Eve. . . . Radio station WSAI, recently acquired by Sherwood Gordon, is moving into new quarters in the Hotel Sinton. There is no change in its American Broadcasting Company affiliation. Nat Turberg, owner of the Palace theatre, in nearby Hamilton, Ohio, is a medical patient in the Jewish Hospital, in Cincinnati. . . . The Vernard theatre building in Jamestown, Ohio, formerly operated by Mrs. David Vernard, has been sold at public auction. The house is expected to be closed and the structure devoted to another type of business

CLEVELAND

CinemaScope, 3-D and wide-screen will vie for patronage for the first time during the holidays when the five top first run theatres present pictures simultaneously in the new media. . . . Steve Nowalski, who has successfully operated the Hough-79th St. as a family project, has taken over the Heights theatre, Cleveland Heights, closed since fall. Cooperative Theatres of Ohio will do the

(Continued on following page)

booking buyer, with opening set for early January. . . I.F.E., whose present location next door to the Film Bldg. has been leased to a manufacturing concern, moves into the Film Bldg. about February. . . Ralph Coburn of the Shoreway theatre, Toledo, located within a short radius of twelve grade, high and parochial schools, has won the goodwill of the school heads, teachers, parents and pupils by his donation of a month's pass to students who get straight A's during a grading period, and a one week pass to students with straight B or better. . . . Doby Wright, manager of the Alpine theatres, Salineville, has tied up with American Legion Day for his Christmas Kiddy party.

COLUMBUS

"The Robe" ended its record-breaking run at Loew's Broad after five weeks and one day. . . . Fred Rowlands' Livingston neighborhood is showing "Kiss Me Kate" in 3-D on the Astrolite screen for a full week. . . . Henry Fonda, Lloyd Nolan and John Hodiak, here for "The Caine Mutiny Court Martial" at Memorial Hall, sold Charity Newsies' papers on the sidewalk in front of a downtown department store. . . Jacqueline Holt, daughter of Nat Holt, former RKO division manager in Cleveland and now a Hollywood producer, is in the cast of the stage play, "The Moon Is Blue" due at the Hartman January 7. . . . Norman Nadel, theatre editor of the Columbus Citizen, is planning a Broadway show-shopping trip in January. . . . Harry Rice, Columbia Pictures' exploitation representative, was here in advance of opening of Rita Hayworth's "Miss Sadie Thompson" at Loew's Ohio.

DENVER

At the 20th annual meeting of Gibraltar Enterprises, operating 46 theatres in four states, the following officers were reelected: Chas. R. Gilmour, president; Nathan Greer, treasurer; Russell W. Schulte, secretary; W. H. Ostengerg, Jr., chairman of the board; T. F. Murphy and E. W. Ward, vice-presidents. . . . Jack P. Byrne, eastern division sales manager for Metro, was in conferring with Henry Friedel, branch manager, on matters in connection with the 30th anniversary of the company.... Tom Bailey, Lippert and Filmakers franchise owner, went to Salt Lake City to install Ralph Trathen, formerly with Consolidated Theatres, as sales manager of the Salt Lake City exchange. . . . Warner Brothers have turned their inspection and shipping over to the Denver Shipping and Inspection bureau. Warners is moving soon to 2062 Stout St., just one block away from their present location.

DES MOINES

Both of the theatres at Osceola, the Osceola and the Lyric, have been closed for an indefinite period. No concrete plans for reopening have been made by Bob Hutte, who announced the closings. It is the first time since the turn-of-the-century that Osceola has been without a theatre of any kind. . . . The Lorimor at Lorimor, which has been closed for several months, has reopened and is showing on Saturday and Sunday nights. . . . Remodeling of the Colonial theatre at Hamburg is under way,

THE WINNER



PAUL BROWN, above, manager of the Fresno theatre at Fresno, Cal., of the Pacific Coast division of Stanley Warner Theatres, was the recent winner of the Showmanship Award for the circuit in California. The award was presented by Ben Wallerstien, California zone manager. Mr. Brown acknowledges with thanks the part The HERALD played in his winning. The award goes to the manager who has done the year's outstanding job in exploitation, community participation, promotion of kiddie shows and other activities. He says, "Your magazine's great service helped me win this award."

according to owner Bick Downey. The work should be completed by mid-January, Downey says. . . . CinemaScope installation has just been completed at the Palace in Mason City, owned by Central States. . . . Workmen have begun cleaning up the debris left by the fire at the Grand in east Des Moines. The job will take several months before it is completed, according to manager Ben Kubby.

DETROIT

Wisper and Westman, neighborhood operators, have announced free matinees for institution children and aged. The first show will be December 30th, . . . Additional shows are scheduled for both holidays by "This Is Cinerama." . . . Sam Ackerman, retired and newly-married East Side operator is travelling in California. . . . Claude Cady, who at various times was president of Michigan Allied and associated with the Butterfield circuit, died in Lansing where he was postmaster. . . . Neil Talling was seen in town again. Talling, now at Howe Military Acadagain. Talling, now at Howe Military Acadagain. . Neil Talling was seen in town emy in public relations, was once operator of the Cinema, art house, long time eland, and now being set for January reopening by A&W. . . . Bay City unveiled a monument to Harold Bernstein, late exhibitor of that city. . . . Thomas Lancaster, Henry Funk and Thomas Funk are operating the Great Lakes as part of the estate of the late Gustave Funk.

HARTFORD

Sal Adorno, Jr., assistant general manager of M&D Theatres, has announced plans for construction of a drive-in, to be called the Middletown, in Middletown, Conn. Atty. Steven E. Perakos, son of Peter Perakos, Sr., head of Perakos Theatre Asso-ciates, New Britain, Conn., has been elected president of the Young Republican Club of that city. . . . The New Haven film exchanges held their annual holiday parties Dec. 16-17. . . . Cleo Staples, formerly assistant manager of the State theatre, Holyoke, Mass., has been named manager of the Ma-jestic theatre, West Springfield, Mass. . . . Irving Davis has resigned as assistant manager of the Stanley Warner Strand, Hart-ford. . . . Harry F. Shaw, division manager, Loew's Poli-New England Theatres, served as master of ceremonies for the first annual New Haven Boys Club Amateur Show. . . . Completion is planned for early spring on a drive-in theatre that is being built by Perakos Theatre Associates, New Britain, at Plainville, Conn. It will be able to accommodate 750 cars.

INDIANAPOLIS

Bob Conn is the new chief barker of Variety Tent No. 10 here. Dale McFarland was elected assistant chief barker, Barney Brager property master and Burdette Peterson dough guy. . . The exhibitors of northeastern Indiana held their annual Christmas party at Fort Wayne Monday. . . Bob Jones, general manager of Affiliated Theatres who broke his ankle on a Hallowe'en hayride, removed the cast last week. . . J. B. Sconce has reopened the Pixie, west side neighborhood house, which had been closed since early summer. . . Dr. Marvin Sandorf closed the Twin drive-in for the season last week after the first blizzard struck. It was the latest outdoor operation on record here. . . . Marcus Enterprises has moved its office from the Zaring theatre to the Parkway Building, at 28th and Delaware, Indianapolis. . . . The Rex, a Tamler neighborhood house, has been converted into a church.

KANSAS CITY

"The Robe" has been held over, for a 12th week at the Orpheum. . . Last week marked the end of the season for the driveins of the Durwood circuit. Three driveins, two independent and one of the Dickinson circuit, continue operating near Kansas City. No severe winter storms have yet hit Kansas City. . . . MGM and the Midland theatre, of which, Maurice Druker is manager, provided a preview of "Knights of the Round Table," December 22. . . . Fox Midwest first runs gave previews of new pictures, to be shown in the near future several evenings of the pre-holiday season—building up anticipation for the coming product. The Municipal Auditorium lost \$20,000 less in 1953 than it had during the preceding year, it was announced.

LOS ANGELES

Fred Glass, National Theatres district manager, was in town. . . Bob Beretta, National Theatre Supply, celebrated his 77th birthday, which gives Bob the distinction of being the oldest active employee on Film Row. . . The Center, East Los Angeles, (Continued on opposite page)

(Continued from opposite page)

has been taken over by Sid Pink, well known exhibitor and film distributor. House was formerly operated by Galston and Sutton, who are presently piloting the Hawaii, Hollywood. . . . The closed Rowena theatre in Chandler was damaged by fire. . . . Arthur Aaronson, Hollywood Advertising Co. head, returned recently from a European jaunt. . . The employees of the Warner office held their annual Christmas Party at the Warner Club Rooms with the traditional turkey, ham, exchanging of gifts, and entertainment. . . . Henry Herbel, WB district manager, off to New York to attend a home office meeting. . . . Al Blumberg, National Screen salesman, has been discharged from the Good Samaritan Hospital.

MEMPHIS

Sale of two theatres in the Memphis trade territory is announced, W. O. Borden bought the Victory theatre, Burnsville, Miss., from Bal Barnes. Mr. and Mrs. Bruce Stewart purchased Pastime theatre, Danville, Ark., from T. A. Shilling. . . . M. H. Brandon, Sr., president of Film Transit, Inc., was reelected chief barker of Memphis Variety for 1954. Ben Bluestein was elected first assistant chief barker; Gill Brandon second assistant chief barker: Jack Sawyer dough guy and Howard Nicholson, property master. . . . R. C. Settoon, branch manager, Universal, returned from a company meeting in Los Angeles. . . . landed by helicopter in the parking lot of Airway theatre for a big Christmas party for orphans at the theatre, sponsored by Optomist Club of the Airway community. Merchants in the area participated. . . . Joie Theatre, Fort Smith, Ark., was damaged by fire. . . . Mr. and Mrs. Tony Tedesco, recently married, have gone on a honeymoon trip to California during the Christmas season. . . . John Eaton Jr., has purchased Normal theatre at Memphis from George Gaughn. . . . Paul Harrington has closed his Calvert City drive-in, Calvert City, Ky., and opened his Calvert theatre at Calvert City for the winter.

MIAMI

Most of the theatres were decked with holly and tinsel in keeping with the holidays, and some of the theatres had special children's matinees. . . . Earl Potter, manager of the Tivoli, cooperated with the local Elks Club for another annual party for the underprivileged, with candy and gifts a holiday bonus. . . The Royal had the local orphanages as guests for a special showing of "A Christmas Carol," and distribution of candy and gifts. . . . George Hoover, division manager for Florida State Theatres, opened his home for the annual pre-Christmas party for managers and wives and the executive office staff. . . . Mitchell Wolfson, president of WTVJ, announced the promotion of John A. Shay to vice-president in charge of operations. Shay has been with the organization since 1949 when he was technical supervisor.

MILWAUKEE

The exchanges here were busy socially with their Christmas parties. . . . The Paramount office held their party at Chico's. . . . United Artists personnel were treated at Fazio's. . . . The Trampe boys held their annual party for their friends in the indus-

try last week. . . . Tommy Lees has taken over the Lake theatre at Lake Mills again, and reopened on Christmas. . . When West Hopkins street here held a celebration for the reopening of the street, the Zenith theatre, located on Hopkins, joined in by admitting the public to a free show Dec. 10 and 11. United Artists' "Christmas Carol" was shown. . . . Harold Wise, city sales at the Paramount exchange here, left for a Florida vacation. He returns January 4. Mr. Wise's mother passed away several weeks ago. . . . Eddie Gavin, also a salesman at Paramount, vacationed in Chicago.

MINNEAPOLIS

Fire in the neighborhood Loring forced several dozen patrons into the sub-zero cold. Fire was confined to the chimney and there was smoke damage only, according to Charles Winchell, vice-president of Minnesota Amusement Co., which operates the house. . . . O. E. Maxwell, president of Northwest Sound Service, is recuperating at home after being operated on for a gall bladder condition. . . . Bernie Pretts, manager of Berger circuit's Fergus at Fergus Falls, Minn., was named president of the Fergus Falls chamber of commerce. . . . Herb Blass, Warner salesman, vacationed in Omaha. . . . Franks Anderson, also a Warner salesman, spent his vacation at his home in Minot, N. D. . . . Administrative staff of the Variety Heart Hospital on the University of Minnesota campus was host to the Northwest Variety Club board at a dinner. Minneapolis Theatre Supply has started swap board" where theatre owners may advertise used equipment they want to sell. Reversing an earlier decision to close the house, C. C. Noecker, operator of the Durand at Durand, Wis., announced plans for extensive remodeling and the installa-tion of a wide screen.

NEW ORLEANS

LeRoy A. Donovan, Memphis, Tenn. representative of American Paper Goods Co., made the round of theatres and exchanges. Theatres closed for the holiday season are Dome, Hattiesburg, Miss. operated by H. H. Thomas, and L. C. Malone's, Starlite drive-in, Canton, Miss. . . . Geo. H. Campbell notified Transway that his New Ren theatre, Yazoo City, Miss., was partially destroyed by fire, December 15 and to discontinue service effective immediately The Town, Hackberry, La., is scheduled to be shuttered on December 31. For the past year it was operated by Mrs. Ernestine Colligan. Lawrence A. Richard has purchased the Arnaudville, Arnaudville, La. from J. D. Gonzales. The new management will take over on January 1, 1954. . . . Do Drive-In Theatres, Inc., Mobile, Ala., headed by Ed Fessler and Mike Ripps, purchased the 45 drive-in, Prichard, Ala from Paramount Gulf Theatres, Inc. for an all negro patronage ozoner. The first in the Mobile area. Operations are temporarily suspended for renovations and enlargement of the concession building. . . . Operations at the Dixie, Bass field, Miss. have been suspended until further notice, advised owner, Mrs. Dixie Holland.

OKLAHOMA CITY

The Rogers theatre had a Kiddies Christmas Party December 19. . . . "How to Marry a Millionaire" played for 4 weeks at the

Criterion theatre with a good crowd. . . . Alex Blue, former general manager of the Rowley United Theatre chain, McAlester, Okla., has purchased an interest in the Admiral drive-in, 7401 E. Admiral Pl., Tulsa, Okla., and has assumed duties as its general manager. The theatre was formerly owned solely by H. B. Robb, Jr., of Dallas. Blue, one of McAlester's most active civic workers, is past president of the McAlester Chamber of Commerce and the Choctaw Area Boy Scout Council. . . R. Lewis Barton, theatre chain owner, has been named vice-president of the Capitol Hill Chamber of Commerce. . . The Oklahoma Tax Commission report for theatres for October, 1953, shows 338 returns and \$33,678.65 tax, compared with 369 returns, \$36,870.62 tax which was reported by the Commission for October, 1952.

OMAHA

The Empire theatre, Sioux City, which closed down the first of the month, has reopened on a weekend trial schedule under management of Mark Miller. . . . The Columbia exchange has added Jack Susman as salesman for the South Platte area. . . . Don McLucas, United Artists branch manager and head of the COMPO drive, said the response among exhibitors was encouraging. ... Leonard Wood, who has been with RKO theatres in Kansas City and Minneapolis, is assistant manager of the Brandeis in Omaha, succeeding Pinky McIlvaine who is now holding down the manager's position. Bob Fridley and his bride are back from California and Bob is busy at his theatre in Ida Grove, Ia. . . . Lawrence Gordon, 25-year-old exhibitor at Polk, Neb., collapsed while visiting in the newspaper office and died in a Stromsburg hospital. . . . Jack Mannon of Columbus, son of exhibitor Phil Lannon of West Point, is the father of a new baby boy.

PHILADELPHIA

Managerial changes at the Stanley Warner Theatres have Tony De Carlo moving from the Family to the Model, with Bill Ryder going from the Model to the Family. Sam Philippe left the circuit as manager of the Circle to enter another field. . . . Bob Risley, electrician for Stanley Warner Theatres in the center-city zone, is in St. Luke's and Children's Hospital. . . . Distributors pledged 100 per cent support to Edward Heiber, Universal - International branch manager, who is in charge of the Distribu-tors' COMPO committee. . . . George Kline putting his State, Boyertown, Pa., on the selling block to move to Florida. . . . Tom Elliott, owner of the Garden, Frackville, Pa., recuperating from an illness. . . . Dave Milgram, head of Milgram Theatres, went on a trip to California. . . . Tri-State Booking and Service is now handling the Rialto, key neighborhood house here. . . . Nate Abelove, veteran exhibitor who was with the Exchange Loan Company, has joined the Alan Manufacturing Company, maker of novelty The Kerry, Brandywine, and rugs. . . The Kerry, Brandywine, and Pleasant Hill drive-ins in Wilmington, Del., closed for the season. . . Egypt, New Egypt, N. J., has been closed. It was reported that a new drive-in is to be constructed near the western section of Allentown, Pa. . . . The State theatre in Lebanon, Pennsylvania, has installed widescreen equipment.

(Continued on following page)

PITTSBURGH

The pre-holiday lull, combined with the season's first zero weather, is lowering the boom on film grosses, but a raft of new bills should brighten the holiday fare appreciably. . . Yuletide offerings include "Beneath the Twelve-Mile Reef" at the Harris; "King of the Khyber Rifles" at the Fulton; "Knights of the Round Table" at Loew's Penn; "Three Sailors and A Girl" at the Stanley, and "Little Fugitive" in the Squirrel Hill. . . "This Is Cinerama" had a healthy, but not capacity, first week in the Warner, but the holidays are expected to give it an added impetus. . . The Stanley expects its first CinemaScope feature in Warner's "The Command" on Jan. 22, with "The Eddie Cantor Story" preceding it . . . Oscar Doob in from MGM to meet the press after a prevue of "Knights of the Round Table" at the Penn.

PORTLAND

First run houses are in a pre-holiday slump playing reissues, holdovers, and only fair product. . . Willard Coughlin has been appointed Warner Brothers press representative for the Pacific NW. He was formerly publicity man for the Hamrick chain and also worked on the Scattle newspaper. . . . WB field man, Max Bercutt, will only work California now. He used to make the 11 Western States. . . . Keith Petzold had a successful free show day at his Broadway theatre for the Police Department's Sunshine Division. . . . Oscar Nyberg also had a free show day for underprivileged kids in the county. . . All Evergreen managers have returned to their theatres after a twoday annual meet and party in Seattle. . . Henry Alger, owner of the Alger chain in southern Oregon, was in town to purchase supplies for his drive-in.

PROVIDENCE

Dave Levin, RKO Albee manager, did considerable exploitation in conjunction with the presentation of "How to Marry A Millionaire," which was held for a third week. Other hold-overs saw "The Robe" going into a 7th week at the Majestic, while "Martin Luther" being presented under the sponsorship of the R. I. Council of Churches at the Avon Cinema, held for a fourth week. . . "I, The Jury" opened auspiciously at Loew's State: and holiday-shoppers sent "Serpent Of The Nile" off to a good start at the Strand. . . The Wickford theatre, at one time the leading motion picture house in nearby Wickford, is now the scene of a series of old-fashioned auctions were hundreds of antiques and museum pieces are sold to the highest bidders.

TORONTO

A local firm won the tender for construction of the National Film Board building in Ville St. Laurent, near Montreal. Bid was \$5,230,760. . . "Julius Caesar" set to open at advanced prices at Towne Cinema for Canadian premiere. Top is \$1.75. . . Famous Players held their annual party for local theatre managers and staff of head office at the King Edward Hotel, starting first with dinner, followed by dancing. Throughout the city, theatres held staff Christmas parties, with some combining efforts for larger parties, followed by screenings. . . . Jim McCracken, Loew's publicity man for their two local theatres, has joined

the Canadian outlet of the new Motion Pictures for Television, headed by Alex Metcalfe.

VANCOUVER

Canada's grand old man, Johnny Schuberg, passed away in his 79th year at Hollywood Sanitarium in New Westminster. He was Canada's oldest showman, having introduced film showings 55 years ago throughout western Canada. He was a charter member of Canadian Picture Pioneers in Vancouver. . . . Arthur Gilbert, for 27 years with MGM as short subject booker, died suddenly at his desk at MGM. He was 52 and a member of Canadian Picture Pioneers. . . . Harry Hargreaves, former program booker at the Opera House, Blackpool, England, is now a member of the Orpheum floor-staff in Vancguver. . . . Bob Holm, former Alberta theatre owner and now projectionist at the Delta drive-in, Richmond, B. C., is a new member of Canadian Picture Pioneers, Vancouver. . . . Alf Shackleford, a Famous Player partner in four local houses in Lethbridge, Alberta, and president of the Alberta Theatres Assn., was reelected for a fifth term as mayor of Lethbridge. . . . Walter Lilley, of the Port, Port Coquitlam, was reelected as alderman of the Fraser Valley town. . . . Bette Bzawy, Strand cashier, was married to Ralph Seymour of Vancouver. . . . Frank Soltice, manager of the Pines drive-in, Penticton, and his family are visiting in California.

WASHINGTON

Robert Smeltzer, district manager of Warner Bros. Pictures, attended a two-day sales meeting in New York. . . . The Variety Club dedicated a plaque at the Hebrew Home for the Aged December 17 in memory of seven deceased barkers: Louis Bernheimer, William Biron, Joseph Fields, heimer, William Biron, Joseph Fields, Samuel Forst, William Janof, Herman Rubin and Benjamin F. Young. . . . Sidney Lust, of Lust Theatres, is planning to install a CinemaScope screen in his Bethesda theatre, and later, in his other neighborhood theatres, at a cost per theatre of over \$19,000. . . . Local F13 elected the following officers, with installation to take place January 4: president, Max Rutledge, Col-umbia; vice-president, Sara S. Young, 20th Century-Fox; financial secretary, Agnes Turner, RKO; recording secretary, Judy Cohen, Allied Artists; business agent, George Sullivan, RKO; treasurer, Harvey Wynn, Warner Bros.; guardian, Ann Bates, Paramount. . . . Ben Caplon, Columbia branch manager, was presented with a silver bowl to commemorate his 25th year with the company.

Bamberger at Ampa Cites Theatres as "Centers"

Theatres as community centers create tremendous goodwill, Leon Bamberger, RKO Pictures sales promotion manager, stressed in his speech last week to the Associated Motion Picture Advertisers' Showmanship School in New York. Mr. Bamberger used the Elkins Brothers' two theatres at Aberdeen, Miss., as examples. Lige Brien, president of the AMPA, introduced Mr. Bamberger. On the dais were Gordon White, Motion Picture Association of America, and Al Floersheimer, Jr., of Walter Reade Theatres.

Stars Bring Xmas to Men Overseas

Our service men in the far corners of this earth are assured again this holiday season of entertainment from willing and courageous Hollywood entertainers. Fifty-six such persons left by plane the morning of December 18 from Burbank, Cal., in four transports. They will visit 70 military installations. In four troupes of six units, they will cover 65,000 miles, and play 200 programs before some 250,000 service persons.

The overseas entertainment project this year is one of the largest organized by the Hollywood Coordinating Committee cooperating with the Defense Department, Army Special Services, The Armed Forces, and USO Camp Shows.

Korea Unit A was headed by Disc Jockey Johnny Grant; Unit B, Roscoe Ates; Unit C, Larry Roberts. Alaska, Charles "Buddy" Rogers. North Africa, Walter Pidgeon and Keenan Wynn, and Europe, Slapsy Maxie Rosenbloom.

Seven of the volunteers this year are veteran overseas performers before military audiences. It will mark two trips to Korea by Ates; two trips to Korea and one to Europe by Carolina Cotton; six to Korea and one to Alaska by Grant; two to Korea and one to Alaska by Virginia Hall; one to Greenland and one to Alaska by Marilyn Hedley; one to Korea and two to Europe-North Africa for Pidgeon, and one to Korea and two to Europe-North Africa by Wynn.

"Best Years" Openings Set for Six Cities

Early premiere engagements of Samuel Goldwyn's "The Best Years of Our Lives" will be held simultaneously in six cities February 4, it was announced by James A. Mulvey, president of Samuel Goldwyn Productions. Bookings for the RKO re-release have been set for the Astor, Boston; Orpheum, New Orleans; Rialto, Atlanta; Missouri, Kansas City; Orpheum, Denver; and Keith's, Washington, D. C. The Washington engagement will be preceded on February 3 by an invitational premiere at which the White House Correspondents Association will be hosts.

"Hamlet" Re-Release Set By Universal Jan. 15

Universal will re-release "Hamlet" starting January 15, Charles J. Feldman, vice-president and general sales manager, has announced. Originally released in the United States in 1948, the J. Arthur Rank production will be Universal's first reissue in almost seven years. New prints and advertising accessories as well as a special pressbook supplement have been prepared. Mr. Feldman said the picture would be suitable for wide screen exhibition.

What the Picture did for me"

Columbia

JUNGLE JIM IN THE FORBIDDEN LAND: Johnny Weissmuller, Angela Greene—Good action picture for kids on weekend. Business fair. Played Friday, Saturday, October 16, 17.—Harland Rankin, Rankin Enterprises, Chatham, Ont., Canada.

LET'S DO IT AGAIN: Jane Wyman, Ray Milland —Really funny but a little risque. Our folks just won't come out for this kind of picture. In three nights we did what we should have done in one night. Played Tuesday, Wednesday, Thursday, November 3, 4, 5.—Dick Smith, Albany Theatre, Albany, Ind.

MAGIC CARPET, THE: Lucille Ball, John Agar—No business. Could be double billed. Played Friday, October 23.—Harland Rankin, Rankin Enterprises, Chatham, Ont., Canada.

SATURDAY'S HERO: John Derek, Donna Reed— This didn't click at all—pass it up. Played Saturday, October 31.—Harland Rankin, Rankin Enterprises, Chatham, Ont., Canada.

SCANDAL SHEET: Broderick Crawford, Donna Reed—Nothing to write home about. Played Friday, Scauday, October 9, 10.—Harland Rankin, Enterprises, Chatham, Ont., Canada.

Metro-Goldwyn-Mayer

ALL THE BROTHERS WERE VALIANT: Robert Taylor, Ann Blyth—Did better than average at the box office and pleased the patrons as well. Played Sunday, Monday, November 8, 9.—Rowell Brothers, Idle Hour Theatre, Hardwick, Vt.

HALF A HERO: Red Skelton, Jean Hagen—A good domestic comedy, not slapstick. However, it did very poor business here. Played Wednesday, Thursday, November 4, 5.—Rowell Brothers, Idle Hour Theatre, Hardwick, Vt.

LATIN LOVERS: Lana Turner, Ricardo Montalban —A below average type of picture which didn't do us much good. Played Sunday, Monday, November 8, 9.—Dick Smith, Albany Theatre, Albany, Ind.

REMAINS TO BE SEEN: June Allyson, Van Johnson-Very cute. Drew well. I have to take it easy when it comes to playing mysteries, but could get by with this one due to the fact that it wasn't so much a thriller as a musical comedy. Teen-agers liked it. And oh-that Dorothy Dandridge! Played Friday, Saturday, November 13, 14.—Marcella Smith, Vinton Theatre, McArthur, Ohio.

STORY OF THREE LOVES, THE: Leslie Caron, Pier Angeli, Moira Shearer—A different picture which was well received by audience. Beautifully done. Played Thanksgiving Day, November 26.—G. H. Odom, Odom Bros. Theatre, Durant, Miss.

Paramount

ARROWHEAD: Charlton Heston, Iack Palance—Good picture, but it just drew so-so. Not what I expected. Paramount is so reasonable with their rentals, however, that we can't lose when we play their pictures. Getting too close to Christmas now for any picture to draw very well. Played Sunday. November 29.—Marcella Smith, Vinton Theatre, McArthur, Ohio.

ATOMIC CITY, THE: Michael Moore, Nancy Gates Very good. With proper exploitation, it has possibilities. Played Monday, Tuesday, September 21, 22— Harland Rankin, Rankin Enterprises, Chatham, Ont., Canada

BOTANY BAY: Alan Ladd, James Mason-Very fine action picture—and what action! James Mason always a draw here with the college students, and Ladd a he-man as always. Good business for these days. Played Sunday, Monday, Tuesday, November 22, 23, 24.—Ken Gorham, Town Hall Theatre, Middlebury, Vt.

. . . the original exhibitors' reports department, established October 14, 1916. In It theatremen serve one another with information about the box office performance of product—providing a service of the exhibitor for the exhibitor. ADDRESS REPORTS What the Picture Did for Me, Motion Picture Herald, Rockefeller Center, New York 20.

COME BACK, LITTLE SHEBA—Burt Lancaster, Shirley Booth—I played this one late and much against my better judgment, but another surprise—it drew! I doubt if very many in the audience understood it as they usually laughed in the wrong places, but anyhow the box office receipts were far better than I anticipated. I think I owe Paramount some extra revenue. Played Sunday, November 1.—Marcella Smith, Vinton Theatre, McArthur, Ohio.

ROMAN HOLIDAY: Gregory Peck, Aubrey Hepburn-This is a very good picture and seemed to please every one. Through no fault of the picture, we did not have too full a house, but it is getting too close to Christmas. However, I would say this one drew better than many of them would have at this time of the year—and we definitely have the weather in our favor. Played Sunday, December 6.—Marcella Smith, Vinton Theatre, McArthur, Ohio.

Smth, Vinton Theatre, McArthur, Ohio.

SON OF PALEFACE: Bob Hope, Jane Russell—Fruitians seemed to like Hope even better than Gordon Jones as the comic in this super Roy Rogers' tune-filled sagebrusher. If you haven't used this aweet little number, you're passing up a sure thing. Trigger "slips the show out from under" the rest of the cast, as all the "elite" who wouldn't be caught dead at a regular Roy Rogers' offering have the time of their lives, little realizing we've been satisfying the regulars with practically the same kind of corn every Saturday night for years. It's tops—we did exceptional business. Played Sunday, Monday, Tuesday, October 25, 26, 27.—Bob Walker, Uintah Theatre, Pruita, Colo.

Twentieth Century-Fox

CALL ME MADAM: Ethel Merman, Donald O'Connor-Business below average. Played Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, November 23, 24, 25, 26, 27, 28.—W. R. Shepherd, Regent Cinema, South Shields, England.

LUSTY MEN, THE: Susan Hayward, Robert Mitchum—The best Sunday-Monday I have had in many months. Excellent film that moves all the time. Cast also excellent, with well-sustained story. The title kept many patrons away—they thought it was another blood and thunder horse opera. It should owell in all situations—top stars will help it lots, too. Played Sunday, Monday, November 8, 9—Dave S. Klein, Astra Theatre, Kitwe/Nkana, Northern Rhodesia, Africa.

TITANIC: Clifton Webb, Barbara Stanwyck—Ar excellent production which was well received. Played Tuesday, Wednesday, December 1, 2.—Elaine S. George, Star Theatre, Heppner, Ore.

United Artists

MELBA: Patrice Munsel, Robert Morley—We played this immediately after "Tonight We Sing" (Fox); with praises still ringing in my ears and with extra publicity put out for "Melba," how could we miss? Four terrific box office days. If I go on showing movies like this. I'll start making a living! Perhaps just slightly below "Tonight We Sing" standard, but nevertheless a wonderful, delightful movie. Patrice Munsel is no beauty, but what a voice, what personality, and a nice little actress. Lovely color by Technicolor, good performances, lovely music, great singing, Look, I'm still smiling! Play it. Played Monday Tuesday, Wednesday, Tursday, November 23, 24, 25, 26.—Dave S. Klein, Astra Theatre, Kitwe/Nkana, Northern Rhodesia, Africa.

WITHOUT WARNING: Adam Williams, Meg Randell-not a bad movie at all. The title brought them in, as there were no star names at all. It moves, is interesting and has fact—all help to make a fairly good movie. We did well with this one and can heartly recommend it to most houses. Played Sunday, Monday, December 7, 8.—Dave S. Klein, Astra Theatre, Kitwe/Nkana, Northern Rhodesia, Africa.

Universal

ALL I DESIRE: Barbara Stanwyck, Richard Carlson—One of the very best dramas to date, picture well made, direction and acting perfect.—G. H. Odom, Odom Bros. Theatre, Durant, Miss.

BECAUSE OF YOU: Loretta Young, Jeff Chandler—A truly wonderful picture! Definitely for women, although we had a lot of men in the audience, too. Loretta Young always draws here, and in my opinion, she is the best! I recommend it for all situations, Played Wednesday, November 4.—Marcella Smith, Vinton Theatre, McArthur, Ohio.

CRASH OF SILENCE: Phyliss Calvert, Jack Hawkins—Very gruesome picture and no one here to see it. Good cast but terrible story. Should go fair in college town, but didn't here. Played Wednesday. Thursday, November 18, 19.—Ken Gorham, Town Hall Theatre, Middlebury, Vt.

CRUEL SEA, THE: Jack Hawkins, Donald Sinden—Excellent. So many of our students had received the book they wanted to see the picture. Jack Hawkins a terrific actor. Money in the bank for a college town if bought right. Played Sunday, Monday, Tuesday, November 15, 16, 17.—Ken Gorham, Town Hall Theatre, Middlebury, Vt.

IT HAPPENS EVERY THURSDAY: Loretta Young, John Forsythe—An excellent amall town picture. Not particularly strong box office, but all those who saw it enjoyed it. Played Sunday, Monday, November 22, 23.—Rowell Brothers, Idle Hour Theatre, Hardwick, Vt.

WORLD IN HIS ARMS, THE: Gregory Peck, Ann Blyth-Here are all the ingredients for a small town natural-color, action, good story and Ann Blyth. Something misfired, though, and we wasted two good days. I read where several other contributors had warned about this feature in the money department. I felt maybe they hadn't been fair on it, but I found out to my sad satisfaction they were more than right, Played Sunday, Monday, November 1, 2.—Bob Walker, Uintah Theatre, Fruita, Colo.

Warner Bros.

BLOWING WILD: Gary Cooper, Barbara Stanwyck.—A very good story of drilling for oil, plenty of action and fast moving. Did an average mid-week business. Played Tuesday, Wednesday, Thursday, November 24, 25, 26.—Dick Smith, Albany Theatre, Albany, Ind.

JIM THORPE—ALL AMERICAN: Burt Lancaster, Charles Bickford—This is a fine feature that sticks fairly close to Thorne's actual life and will make the thinking patron feel a bit ashamed, while at the same time offering a shining example for the younger set. It's worth going back for. We used Bank Night to help draw in enough extra "take-a-chancers" to keep the run in the black. Played Wednesday, Thursday, October 28, 29.—Bob Walker, Uintah Theatre, Fruita, Colo.

LION IS IN THE STREETS: James Cagney, Barbara Hale—Trade it for a repeat. Played Sunday and Tuesday, November 29. December 1.—Elstun Dodge, Elstun Theatre, Cincinnati, Ohio.

People in The News

ERIC A. JOHNSTON, president of Motion Picture Association of America, January 7 will address a special meeting of the Motion Picture Industry Council in Hollywood. He was scheduled to leave Washington the early part of this week to spend the Christmas holidays at his home in Spokane, Washington.

IRVIN PAUL SULDS, for the past three years
theatre television consultant to American
Broadcasting - Paramount Theatres, has
joined Theatre Network Television in an
executive capacity.

ED AARONOFF, industry publicist, has resigned from the Universal-International

nome office publicity department, effective January 1, to open his own office.

DAVID E. "SKIP" WESHNER, producers' representative, is the winner of the Cadillac sedan offered by Cinema Lodge of B'nai B'rith in its 1953 fund raising project on behalf of B'nai B'rith agencies.

LAWRENCE McGINLEY has been appointed general manager of Fourth Avenue Amusement Co., Louisville, Ky., it was announced by D. IRVING LONG, president.

NAT COHEN, director with STUART LEVY of the up-and-coming Anglo-Amalgamated Film Distributors, has left London for the U. S. on a five-week business trip.

Television Council Elects Mel Gold

Mel Gold, National Screen Service advertising executive, last week was elected president of the National Television Film Council, at its annual year-end luncheon, in New York. He succeeds Arche Mayers, president of Unity Television. Other new officers are John Schneider, Biow Company,

executive vice-president; Mr. Mayers, distribution vice-president; Bert Hecht, Bill Sturm Studios, production vice-president; Adrien Rodney, ABC, station vice-president; Jim Ellis, Jr., Kudner Agency, agency vice-president; John Bergen, "Radio-Television Daily," membership vice-president; Sally Perle, executive secretary; Sydney Mayers, Unity Television, general secretary; and Sam Spring, Spring & Eastman, treasurer.

Maritime Exhibitor Unit In Membership Drive

ST. JOHN, N. B .: At the annual Convention of the Maritime Allied Exhibitors Association it was decided to sponsor a membership campaign which would embrace not only the provinces of New Brunswick. Nova Scotia and Prince Edward Island, but Newfoundland. It was stressed by officers of the association that a larger membership and association fund is advisable because of the likelihood of much more money being needed to provide for legal advice and possible litigation. Renamed to the executive committee were: A. J. Mason, Springhill, N. S., president; F. M. Gregor, New Waterford, N. S.; F. G. Spencer, St. John; B. H. Yeo, Montague, P.E.I., vice-presidents; P. J. Dwyer, Halifax, treasurer; G. A. Walters, Charlottetown, P.E.I., secretary. On the executive committee: F. G. Spencer, chairman; R. S. Roddick, Halifax, secretary; W. G. Fenety, Fredericton, N. B.; L. April and M. Bernstein, St. John, N. B.; G. Walters, Charlottetown, Directors are: A. A. Fielding, R. S. Roddick, W. G. Fenety, R. Pope and M. Franklin.

Rev. Hayes Joins Legion

The Reverend Paul J. Hayes has been appointed assistant executive secretary of the National Legion of Decency. He was released from his post at St. John the Baptist Church, Jersey City, to assume his new position.



MANAGERS' MOTION PRINTERS' MOTION PRINTE

An International Association of Motion Picture Showmen-Walter Brooks, Director

The Season for Statistics—and Resolutions

OME theorists devote the year-end to contemplation of accomplishment, with considerable self-praise, but we believe it would be to our advantage to study the statistics that keep coming up from various and sundry sources in the press, and see if we are doing all that we should do as showmen to cope with conditions. Some of these professed facts are a little disturbing to any with mind or conscience on the job to be done, at their own point of sale.

A study made by the Eugene Gilbert statistical agency for the Washington Heights Federal Savings and Loan Association, in New York, in which they conducted 3,620 interviews in a neighborhood area, reveals convincingly that we are losing our young audience. Ten years ago a majority of youngsters between six and 12 years of age were regular movie-goers; now less than 10% go to a theatre once a week, and a full 25% average only once a month. Three quarters of the TV audience go to the movies only once a month.

Business Week reports a survey made by Cunningham and Walsh, advertising agency, in "Videotown"-a sample community of their own choosing. Nine out of ten sets were in use during the average weekday evening, for an average of 41/2 hours per day. The least avid viewers were young people over 18, with younger children and their parents, usually at home looking at television. Movie attendance among families with TV sets drops a sensational 77% during the first year following the purchase. However, movie attendance climbed 17% in the aggregate, this year. Radio and the magazines suffered as far back as 1951, but have recovered, and newspapers never felt the sting of this competition.

A factual survey of the amounts we are spending for paid amusements, reported in the New York *Herald Tribune*, reveals that the average household last year spent no more than \$25 on the movies, but we spent much more, \$213 per family, on what they term "informal recreation"—including \$51 for radio, television, records and musical instruments, and a whopping \$46 per year for

1954

Again, our thanks to National Screen Service for the privilege of using this reproduction of their excellent standee, to extend our seasonal greetings to members of the Round Table. And a Happy New Year to Mel Gold and the organization and staff which NSS maintains as a continuing service to theatre managers.

reading matter, and another \$46 per year for sporting goods.

The essence of this discussion is that the public has more money to spend, and is spending more. Also that there is more of the public, by many millions, than there used to be. Earnings and savings are at an all-time high, so our losses are not only what shows less than formerly, but what should also show gains. It's time for eager, searching, effective New Year's resolutions, as part of your job, for the future of motion pictures as entertainment.

¶ YOU WILL FIND all of the 'Scope in CinemaScope—revealed in the premiere of "Beneath the 12 Mile Reef" at the Roxy theatre—with added pleasure for audiences, and satisfaction for managers in the conviction that CinemaScope short films restore something that has long been popular with the public, which thrives on these new dimensions. We thoroughly enjoyed "Vesuvius Express"—a short subject supporting the main feature.

Here your audience are privileged to see and feel the pleasure of riding on a modern streamlined train, across Italy, from Milan to Florence, Rome and Naples. None of those who visited Europe this year saw anything better in fact than this fine color film on the great CinemaScope screen. The train is the fastest in the world—ahead of ours, for the observation car is up-front, with the engineer in a "dome" on top! The countryside is beautiful—the experience is a genuine treat for movie-goers that will be much appreciated.

53

¶ ANOTHER short film which comes back with CinemaScope is demonstrated at the Roxy, and will also be part of the presentation of MGM's "Knights of the Round Table" in the same dimensions. Across the nation, all theatres, large and small, will have the benefit of a 50-piece symphony orchestra, to play the overture, in the best style of the greatest showcase theatres. You will see and hear a great theatre orchestra, as gratifying as if you were seated in the Roxy or the Radio City Music Hall, during the best days when only big houses could afford such a presentation. The value of the big stage shows, and the costly atmosphere of the greatest film theatres, was always set by the opening to fine music, played by a really famous orchestra. You'll find that this feature on your program will dignify motion picture presentations with your audiences, as it has in top-bracket theatres, and for the cost of a short film. -Walter Brooks

"Hondo" Has 3-D Premiere





WARNER BROTHERS' newest 3-D offering, "Hondo," with John Wayne, got off to a flying start at the Plaza theatre, El Paso, with crowds lined up for three blocks to see a new picture that will match or equal the success of "House of Wax." Below, the star with Interstate theatre executives and civic dignitaries (that's Bill O'Donnell at extreme right) and opposite John Blass, manager of the Fenway, Boston, looks over a TV tieup, on display in his lobby.





Terry Moore, in town for the premiere of "Beneath the Twelve Mile Reef" at the Roxy, autographs souvenirs for Coast Guardsmen at the Staten Island Hospital.

W. Watson Davis, manager of the Malco Theatre, Memphis, used this colorful parachute display for the opening of Republic's "Flight Nurse"—with the support of the military services.



MOTION PICTURE HERALD, DECEMBER 26, 1953

Solved By **Volunteers**

Still another approach to the juvenile delinquency problem is supplied by Ralph Sandlow, owner-manager of the Felsway theatre, Medford, Mass. He pondered how to combat the wholesale throwing of popcorn boxes at the screen, as an expression A comparative newcomer in managerial ranks, he has been bothered by some annoving practices that trouble other

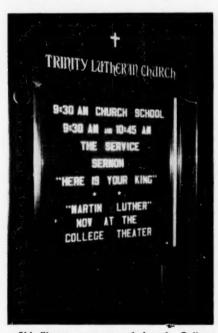
and older managers

So, he used his head, which is worthy of special note, in high or low brackets. attempts to appeal directly to the children had failed. "If you've ever dealt with youngsters of that age, you know how they love to do something just because you asked them not to." Working on an entirely different angle, he decided to use a "something for nothing" gimmick. So he announced free passes for each child who would bring in 25 empty popcorn boxes.

You're right. They not only DON'T throw their popcorn boxes at the screen, but they clean up the theatre, after each show. They work like janitors: not a popcorn box is left on the floor, and (this is the pay-off!) popcorn sales went up 20% at the candy counter, since empty boxes became nego-

tiable currency at the box office.

Ted Davidson, manager of Walter Reade's theatres in Perth Amboy, N. J., had a longstemmed gal as street ballyhoo, giving away kisses of "Kiss Me Kate"-candy-that is.



Sid Kleper, manager of Loew's College theatre, New Haven, sends us this perfect picture of church cooperation, and how many of you have had this billing on the church bulletin boards in your neighborhood? It happens—with "Martin Luther."

Delinquency SHOWMEN IN ACTION

Larry Whiteman, manager of the Roose velt theatre, San Francisco, did a "Houdini" ballyhoo which boosted business a good 30% during the run. As an escape artist, he got out of a trunk in three seconds! And did handcuffs and straight-jacket in less than three minutes! Must have been the ghost of Houdini. Frank Hughes, manager of the Kindred Avenue theatre, cooperated as master of ceremonies.

Nyman Kessler, manager of Stanley Warner's De Witt theatre, Bayonne, N. J., had a private showing of "Little Boy Lost" for sixty nuns, and the Monsignor of Catholic Churches in Bayonne expressed his deep appreciation for the Bing Crosby picture.

Dale Tysinger, manager of Shea's theatres in Ashtabula, Ohio, is one of the earliest to show a completed campaign for "Escape From Fort Bravo"—which was included in MGM's "Lucky 7" contest, and we like the looks of his results after the fact.

Lester Pollock, manager of Loew's Rochester, had his usual UNusual decorations and stunts for the holidays, from a highly imaginative standee in the outer lobby to an important treatment of the concessions counter in the spirit of Christmas.

Jake Weber, manager of Schine's theatre, Herkimer, N. Y., has set his third annual Christmas party with the Carpenters and Joiners Union. Let that be a lesson to you -if you can't do better, join 'em, and build your own Christmas matinee business.

And just to make it a daily-double. Jake has also completed arrangements for his fifth annual Kris Kringle Kiddie Dance Revue, to be held on the Liberty theatre stage on December 30th, with the sponsorship of a local dance studio (at no expense to the theatre, and with plenty parental interest!)

Schine theatres are always overflowing with news of Christmas events, and one more that we like is the Christmas show executed by Ed Miller, manager of the West End theatre, Rochester, N. Y., with the substantial cooperation of the Security Trust Co., who sold it to a reading audience of 2,000 subscribers.

We must ask Seymour Morris for more information-who is this Jake Weber, who has so much in the bulletins and why don't we have more entries for the Quigley Awards? Now, it's free parking for children, while their parents do their shopping. You can fill that one in, with delayed thinking for next year.

Bob Carney, manager of Loew's Poli, Waterbury, Conn., had a big display of that "spanking" scene from "Kiss Me Kate" which he says got plenty of comment.

E. I. Clumb, manager of the Riverside theatre, Milwaukee, used some super-colossal full-page ads in both Milwaukee papers for his opening of "How to Marry a Millionaire"-with those glamor gals.

Sol Sorkin, manager of the RKO Keith's theatre in Syracuse, found a local boy on Paramount Newsreel as a member of "All America"-and had full attention of local papers and Syracuse University in playing up the publicity values.

Frank O. Starz, of the Interstate circuit in Texas, sends out information on the collection of 100,000 books for the armed forces, sponsored by Karl Hoblutzelle, president of Interstate, and conducted in many theatres.

Leon Serin, manager of the Center theatre, Buffalo, pegged out his promotion for "The Joe Louis Story" with a campaign based on strong sports angles and a heavy roster of radio and TV plugs, with a contest a week ahead of playdates.

Sam Newman, manager of Schine's Arcade theatre, Cambridge, Md., sold the back page of his herald to a local sponsor, who also bought ten giveaway tickets on a lucky number basis.

Robert Ancell, manager of the Palms theatre, West Palm Beach, Fla., received two invitations to join the Round Table, because of double interest in two of his recent promotions which crossed this desk-an unintentional error, but excusable, for he did a fine job with "Shark River."

Harry Wilson, manager of the Capitol theatre, Chatham, rocking them with fullpage co-op ads for "Gentlemen Prefer Blondes" which feature Marilyn and Jane.

Morris Keppner and Barney Tarantul, partners in the Burnside theatre, East Hartford, have added a new signature cut to their display ads, emphasizing their new "All-Dimension" Screen.

Frank Dizkot, manager of the Rivoli theatre, Hartford, had a pre-Christmas tieup and contest for children to write the best answer to "Why We Should Patronize Local Merchants.'

Joe Boyle, manager of Loew's Poli, Norwich, carrying out the detail of his proposed campaign on "Escape from Fort Bravo" entered in Metro's "Lucky 7" contest.

Paul Brown, manager of Warner's Fresno theatre, Fresno, Cal., and the winner of the annual Showmanship Award given by Stanley-Warner theatres-in southern California, says his award bonus will be in the neighborhood of \$500, which is gratifying.

"ROUND TABLE"--FOR GOOD ROUND TABLE SHOWMEN

According to bulletins from Emery Austin, MGM exploitation manager, which have been arriving at this desk with the force of flying arrows (we were up to Bulletin No. 33 when we went to press) then MGM's first CinemaScope picture, "Knights of the Round Table" is being prepared as a test of skills for Round Table members around the world, challenging their resourcefulness in a tournament of showmanship. The several pre-release runs, in the Christmas season, will demonstrate the strategy laid down from King Arthur's Court, at 1540 Broadway, in New York.

All Knights Are Bold

Early in the jousting, according to a scroll received by special courier, is the plan of action adopted by Sir William Elder, at Loew's Penn theatre in Pittsburgh, with roving Knight, Al Golin, of the MGM field staff, serving him with arms and ideas of conquest. The newspapers are the first to feel the force of their lances, and will pay in their own valuta for the effort. Television, a new device since days of the original Court, as been obtained for effective sword-play, carried directly into the homes of those who may be captive of the Cinema Arts. Schools will divulge from their ponderous tomes the true history of our brave Knights of Olde, to prove their prowess with promotions. Tradesmen, operating their own places of business, will support cooperative ads and merchant tieups, running into many pages of description.

A Stint in Falconry

From Sir Russell Bovim, at Loew's State theatre, St. Louis, comes word of similar strategy, conducted with the undercover support of Roving Knight, Frank Jenkins. The Boy Scouts, a legion of junior Knights in apprenticeship, will help with details of the campaign, and good food, an item of great importance in King Arthur's time, will feature the thematic background of the Court in tieups with leading restaurants. Sir Boyd Fry, at Loew's Grand theatre, Atlanta, has Judson Moses in the capacity of a field adsisor, and concentrates on such published scrolls as the *Atlanta Journal* in laying the



The 24-sheet, as should obtain in all good posters, provides art work at low cost for lobby and marquee display. This example shows material to create scenes with background of the picture and special display of the title and star billing. You can divide this into several parts for use.

ground work for his campaign. Large postings of highly colored bulletins, in 24-sheet sizes, are ordered. A stint in falconry is reported as a special treat for the residents of that province. The High Museum of Art will display great paintings.

From all parts of the land, there are frequent epistles of great activity among the Knights in the field. Admonishment has been received from the High Court to "leave no stone unturned, no approach overlooked" to turn in the biggest and best campaigns of historical record. Late bulletins recite the adventure of a "Gallant Knight" contest, at Christmas time, for the one most favored in doing acts of charity, in the estimation of readers of the Pittsburgh Post-Gazette. "Round Table" lunches and meetings with the scriveners of the public press-with great tankards of ale and servings of boar's head and roasted peacock-are recommended as ways to secure their artful cooperation.

A wishing pool is one of the devices suggested, with full knowledge of the manner in which this method of approach is received by gracious ladies. It is even mentioned that slips of paper, with room for address and telephone number, may be left conveniently at hand. A ring of stones in the lobby, will follow procedure, of King Arthur's Court, as shown in the picture. Locked in the

center will be the Sword of Excalibur, borrowed under seal from a local locksmith. Citizens of renown may be invited to a preview, as opinion makers for the countryside. Certain beauty hints of the sixth century may be offered to the fair sex.

To attract the populace, new and strange ornamentation is planned for lobby and front display. An "over the wire" hanger, 126 inches by 44 inches, is double-sided, and sells front and back. A mural, 64.44 inches, in multiple colors on muslin, augments the 24-sheet. Five kinds of trailers may be obtained from Ye Olde National Screen Service—and the assortment of poster paper includes an educational one-sheet, for schools, or display where youngsters and those not well informed about King Arthur and His Court, may see instructive pictures and read the captions.

An especial appeal made to youngsters—to whom this vivid picture of childhood heroes and great adventures will be more than welcome—has been provided in the pressbook, with ten numbered items that are known to all good Knights and may be used together or separately to intrigue youth. We read avidly of these arts, fifty years ago, and there are many more children in this generation, who have the same compelling interest.

—W.B.

Two Colors

Great credit is due Paramount and Jerry Pickman's staff, in providing in the pressbook for "Here Come the Girls," two excellent examples of two-color ad mats that can be used in an increasing number of towns where local daily papers have "color on the press"-it's something to be encouraged among the growing facilities for improved advertising and promotion at the point of sale. There mats are shown on the cover and second page of the pressbook, and while they are both five columns wide. they offer color at low cost as far as the plates or mats are concerned. You buy two mats, make two castings, and get two colors, for a more effective result than is otherwise obtainable.

All the ad mats are of good quality, properly selling the intriguing title. "Here Come the Girls"-with the kind of flash that draws them in. A set of teaser ads in two column width and the big economy mat, at 35c for small situations, are well planned to supply showmen with what they need for exploitation. But we especially applaud the twocolor jobs, and you can ask your composing room foreman if he could make two castings of any mat, and then cut them accordingly for color separation? It's a good question and he may answer it. The 24-sheet and all posters are of desirable quality for lobby and marquee cut-outs, and there's "Day-Glo" accessories and background paper to make special front displays.



Reproduction of the remarkable full-page ad that ran in The New York Times on Sun-day, December 13, for the premiere of "Heidi" at the Little Carnegie theatre. "Heidi" at the Little Carnegie Theatre.
United Artists will give similarly strong
backing to other openings throughout the
country. Underlined is Bill Snyder's "White
Mane"—said to be a marvelous short film,
of which you'll be hearing more in the

Ad Mats In "Here Come the Girls" We Still Have Hope!





Just to show you, these two nice girls really did a fine pre-selling job for "Here Come abst to snow you, these two nice girls really did a nice pre-selling lob for here come the Girls"—here they are in Detroit, posing with a department store Santa Claus—and at a drug counter, working a direct tieup with cooperative advertising. (Santa is really Bob Hope's grandfather, as you can see from the resemblance. But the girls are samples of a good picture yet to come!)

Twin showgirls, Joan and Jean Corbett, who are featured in Bob Hope's new musical Christmas present in Technicolor, "Here Come the Girls"-have just completed their 21-city tour, pre-selling this pretty package of gals and gags in a national promotion. They started their trek on Nov. 12th, with an appearance on Bob's television program, and since that time the attractive twosome have been heard and seen on 52 radio programs, 36 television shows and interviewed by more than 50 by-line newspaper

The cities visited were Boston, Philadelphia, Washington, Atlanta, New Orleans, St. Louis, Indianapolis, Chicago, Minneapolis, St. Paul, Detroit, Cleveland, Pittsburgh, Cincinnati, Kansas City, Des Moines, Omaha, Denver, Salt Lake City and Los Angeles. We hear by the underground that they are coming back this way, in a followup tour. The picture opened at the Mayfair theatre, on Broadway, and in 400 key theatres, on Christmas Day, which is the full capacity of the Technicolor prints available for release.

Constructive Campaign of National Pre-Selling

The national campaign embracing hundreds of cities includes local tie-ins with stores, augmented advertising, radio and TV coverage, color newspaper ads and special accessories. "Paramount is providing hard hitting assistance all the way, and all timed for top holiday interest," according to Jerry Pickman, the company's vice president in charge of advertising, publicity and exploitation. Hope himself is participating actively in the promotion, along with the twins, who contribute their share to support the title, "Here Come the Girls." Rosemary Clooney, co-starring, but not touring, plays opposite Hope and that in itself is news of importance to showmen, who appreciate double billing.

The film has been praised by preview critics, and chosen as "Picture of the Month" for 6,000,000 riders and readers in New York subways. The poster displayed contains five scenes from the picture, since they couldn't discard any scenes including all the girls. Film industry is fortunate in having such a Christmas package-all this, and Hope, too. Arlene Dahl, and a passel of the most beautiful girls ever to appear on a motion picture screen, complete the cast.

RCA-Victor Promotes Disney's "Desert"

An outstanding example of the exploitation now being done in connection with Walt Disney's "The Living Desert," the first feature length True-Live Adventure picture, is Bruno-RCA Victor's tieup with the RCA Victor album of the original score from the film. Cooperating in the New York area are more than 200 distributors who are using lobby and window displays, which RCA Victor dealers will follow as a promotion pattern throughout the country. The film is now in its sixth week at the Sutton theatre, in the fashionable East Side residential section.

Boyd Sparrow has a painted sign as big as the one on Loew's State Theatre building in New York, to advertise "Knights of the Round Table" as a pre-release at Loew's Warfield theatre, San Francisco.



CLASSIFIED ADVERTISING

Fifteen cents per word, money-order or check with copy. Count initials, box number and address. Minimum insertion \$1.50. Four insertions for the price of three. Contract rates on application. No borders or cuts. Forms close Mondays at 5 P.M. Publisher reserves the right to reject any copy. Film and trailer advertising not accepted. Classified advertising not subject to agency commission. Address copy and checks: MOTION PICTURE HERALD, Classified Dept., Rockefeller Center, New York (20)



NEW EQUIPMENT

MASONITE MARQUEE LETTERS. FIT WAGner, Adler. Bevelite signs, 4"-35c; 8"-50c; 10"-60c; 12"-85c; 14"-\$1.25; 16"-\$1.50 any color. S. O. S. CINEMA SUPPLY CORP., 602 W. 52nd St., New York 19.

WIDE SCREEN PRESENTATION PAYS OFF! Metallic acreens 90c sq. ft. Prompt shipments Kollmorgen lenses. Everything for Cinemascope. S. O. S. CINEMA SUPPLY CORP., 602 W. 52nd St., New York 19, N. Y.

HELP WANTED

EXPERIENCED GENERAL MANAGER FOR new deluxe 1300-car Indianapolis outdoor theatre. Good salary and earnings participation for right active man with experience in drive-in theatre operation plus big 500d and concession business. No film buying. Year round employment, Paid vacation. Reply giving qualifications, references, availability. JOE CANTOR, 3225 N. Meridian St., Indianapolis.

THEATRE AND CONCESSION MANAGER. Large independent Pennsylvania drive in. No film buying or booking. Highly competitive situation requires diagning for business. S100 per week, all year. No off season duties. Outline experience and state what you can and are willing to do. Replies confidential BOX 2754, MOTION PICTURE HERALD.

SERVICES

WINDOW CARDS, PROGRAMS, HERALDS, photo-offset printing. CATO SHOW PRINTING CO., Cato, N. Y.

THEATRES

FOR SALE: MONTANA THEATRES, ROUND-UP and Martin City. Moneymakers, No television. Wire McADAM, Livingston.

BOOKS

"NEW SCREEN TECHNIQUES"—the new book that is a "must" for everybody in or connected with the motion picture industry—the clearly presented, authoritative facts about 3-D. Cinerama, CinemaScope and other processes—covering production, exhibition and exploitation—contains 26 illustrated articles by leading authorities—edited by Martin Quigley, Jr. 208 pages. Price \$4.50 postpaid. QUIGLEY BOOK-SHOP, 1270 Sixth Ave., New York 20, N. Y.

RICHARDSON'S BLUEBOOK OF PROJECTION.
Best Seller, since 1911. Now in 7th edition. Revised to
present last word in Sound Trouble Shooting Chart.
Expert information on all phases of projection and
sound. Special new section on television. Invaluable to beginner and expert, \$7.25 postpaid. QUIGLEY
BOOKSHOP, 1270 Sixth Avenue, New York 20, N. Y.

MOTION PICTURE AND TELEVISION ALMANAC

the big book about your business—1953-54 edition.

Contains over 12,000 biographies of important motion picture personalities. Also all industry statistics. Complete listing of feature pictures 1944 to date. Order your copy today, \$5.30, postage included. Send remittance to QUIGLEY BOOKSHOP, 1270 Sixth Avenue, New York 20, N. Y.

DRIVE-IN EQUIPMENT

REPLACE INADEQUATE, OUTWORN EQUIPments with DeVry, Simplex and Century outfits rebuilt like new. (Send for lists). Time deals arranged. Incar speakers w/4" cones \$15.95 pair w/junction box; underground cable \$59M. S. O. S. CINEMA SUPPLY CORP., 602 W. 52nd St., New York 19.

SEATING

S. O. S.—SAVE ON SEATS! ALL TYPES THEatre chairs from \$4.95. Send for chair bulletin. S. O. S. CINEMA SUPPLY CORP., 602 W. 52nd St., New York 19.

USED EQUIPMENT

DEVRYS' BEAUTIFULLY REBUILT LIKE NEW \$895.00; Holmes \$495.00. All dual outfits with amplifer and speaker. Time deals arranged. S. O. S. CINEMA SUPPLY CORP., 602 W. S2nd St., New York 19.

THE RATIO IS RIGHT AT STAR! BIG SCREEN—small coat! Lowest prices on screens and lenses! Write us! Asheraft lamphouses. 14" reflectors, rebuilt, \$489.50 pair; E-7 mechanisms, 6 month guarantee, \$475.00 pair; pair Simplex-Acme projectors, 50 ampere Suprex lamphouses RCA rotary stabilizer sound, heavy bases rebuilt, \$1,450.00; Merry Christmas and Happy New Year! STAR CINEMA SUPPLY, 447 West 52nd St., New York 19.

STUDIO EQUIPMENT

MAKE MONEY MAKING MOVIES — SHOOT local newsreels, TV commercials, documentaries. Arrange advertising tie-ups with local merchants. Film Production Equipment Catalog free. S. O. S. CINEMA SUPPLY CORP., 602 W. 52nd St., New York 19.

POSITIONS WANTED

MANAGER 10 YEARS EXPERIENCE IN ALL phases of theatre operation. Now managing 2 houses, both downtown, first run, one is second largest in the state. Proven ability with advertising and exploitation. Excellent references. Available after first of year. Reason: desire change. Minimum salary \$100 per week. BOX 2752, MOTION PICTURE HERALD.

THEATRE EXECUTIVE AVAILABLE. PARTIAL investment possibility. Handle complete chain operation. BOX 2753, MOTION PICTURE HERALD.

Legion Reviews Nine, With Seven Approved

Nine pictures were reviewed by the National Legion of Decency last week, and one, "Three Forbidden Stories," was condemned. Termed morally objectionable in part for all was "The Captain's Paradise." Unobjectionable for adults is "Captain John Smith and Pocahontas." For general patronage, the remainder are "Annapurna," "Beneath the Twelve-Mile Reef," "The Great Diamond Robbery," "Heidi," "Texas Bad Man" and "War Arrow."

Bank Night Outlawing In Iowa Upsets Booking

Outlawing of Bank Night in Iowa has caused booking delays. Exhibitors and the circuits are determining new methods of operation. On nights on which the game was played, theatres had been playing single features. In many instances, they will revert to doubles.

A. Schubart, RKO Manager Of Branch Operations, Dies

Aage Schubart, 55, RKO manager of branch operations since 1937, and member of the Film Pioneers, died suddenly December 21 at Columbus Hospital, New York, from a cerebral hemorrhage. Mr. Schubart, who was born in Copenhagen, Denmark, started in the film industry in 1921, in the auditing division of the Hodkinson Picture Company. Through mergers of companies, he served successively with Producers Distributors Company, Pathe, and then RKO Radio. In 1937 he was promoted to the position he held at the time of his death. He is survived by his widow, Doris. Funeral services were held Wednesday.

Henry Reiner

Henry Reiner, 57, New York sales representative for National Screen Service for 17 years, died December 21 at Royal Hospital after a brief illness. Mr. Reiner, well known in industry circles, has been in the screen announcement service for many years. He was a member of Keystone Lodge, No. 235, F. and A. M. He is survived by his widow, Claire, and three sons, Lawrence, Richard and Robert.

Louis P. De Wolfe

Louis P. De Wolfe, 64, died December 16 in Chicago. He was with Essaness Theatres 14 years before retirement last year. He leaves a sister, two daughters and three grandchildren.

TOA Asks Exhibitors To Aid Korean Relief

The Theatre Owners of America is asking exhibitors to aid Korean children needing clothing during the severe winter in that peninsula. Its appeal has come through president Walter Reade, Jr., and vice-president Albert M. Pickus, appointed chairman of the organization's participation. The latter, noting an appeal by an American Army sergeant in Korea, reminded showmen of the unclaimed clothing articles in theatres and has asked them to send such articles addressed thus: S/Sgt. Robert L. Ziegner, 20624766, Third Food Service Squadron, APO 64, San Francisco. Mr. Reade also advised: "Don't stop at the theatre. Look around your house, and ask your staff members to do the same. Time is of the essence."

Clarence A. McGeary

Clarence A. McGeary, 53, assistant to the manager of the western sales approval department at RKO Pictures, in New York, died December 14 after a short illness. Mr. McGeary joined Pathe Pictures in 1926, and with that company went to RKO. His widow, Mary, and seven children are among the survivors.

Product Digest

Knights of the Round Table

MGM-Glorious Pageant

(Color by Eastman Color)

MGM's first production in CinemaScope, "Knights of the Round Table," may well turn out to be one of the industry's greatest blessings of this or any other year. Digging deep into Sir Thomas Malory's "Le Mort D'Arthur," the studio's top talent has put together a glorius expen pageant whose pictorial and exploitathe studio's top faient has put together a glori-ous screen pageant whose pictorial and exploita-tion qualities have been enhanced to bonanza proportions through the use of the anamorphic medium. Here is a true record-smasher. The top talent involved includes producer Pandro S. Berman, director Richard Thorpe and star Robert Taylor, all of whom performed chirdler choose in connection with "Irenhea"

similar chores in connection with "Ivanhoe," a film whose style and beauty might only be compared with those of this new production which, in one man's opinion, has more than a

Which, in Selight edge.

"Knights" is an early medieval tapestry come alive. Spread out in the mellow hues of rose, and blue is a panorama of early Angusts is an early medieval tapestry come alive. Spread out in the mellow hues of rose, gold, green and blue is a panorama of early England, newly and devoutly Christian in the shadow of its pagan heritage. It is a succession of scenes, of love and battle in castle and countries of the state of the sta or scenes, or love and battle in contribution, having been filmed on location in the magnificent English locales. The Arthurian legend, a distillation of fable and fact, through this beguiling treatment may henceforth be taken at

guiling treatment may hencetorth be taken at face value.

Co-starring are the aforementioned Taylor, as the indomitable Sir Lancelot; Ava Gardner as the star-crossed Queen Guinevere, and Mel Ferrer, as the dedicated Arthur. Supporting them are a host of comparatively unknown but extremely able British players who certainly will be heard from again.

extremely able British players who certainly will be heard from again.

These include Anne Crawford and Stanley Baker, as Morgan Le Fay and Modred, Arthur's half-sister and brother-in-law who plot Arthur's downfall through the Queen's unrequited love for Lancelot; Felix Aylmer as Merlin the Magician; Maureen Swanson as Lancelot's wife, Elaine, and Gabriel Woolf as the young Sir Perceval, the only knight who was thought pure enough to take up the quest for the Holy Grail.

The screenplay, by Talbot Jennings, Ian Lus-

for the Holy Grail.

The screenplay, by Talbot Jennings, Jan Lustig and Noel Langley, traces Arthur's rise to power and the uneasy peace which followed his defeat of Modred in battle. With Lancelot's aid, the Round Table, uniting England's foremost knights, is established, only to be broken up again when Modred succeeds in turning Arthur against Lancelot. This is accomplished by having the Queen found in Lancelot's quarters, where she has gone in the one rash moment of her life.

Following Lancelot's exile from England and Guinevere's banishment to a nunnery, Arthur is easy prey to the armies of Modred, dying in battle but in a last moment forgiving the lovers and bidding Lancelot to rid England of Modred once and for all. This battle ends in triumph,

but it is triumph tinged with the sadness of lost love and the memory of deeds never to be

lost love and the memory of deeds never to be undone.

Standout scenes are numerous, such as Arthur's first successful battle with Modred, wherein hundreds of fully armored knights sweep across green fields into mortal combat; Lancelot's encounter with wild, blue-painted Picts from the North Country; a solemn meeting of the knights in the Ring of Stones, where the Druids may have danced; a lesson in falconry demonstrated by Lancelot, or simply a feast and accompanying revelry at Arthur's court. They are scenes packed with painstaking and amazing detail, photographed with technical wizardry. CinemaScope has never looked and amazing death, photographed with technical wizardry. CinemaScope has never looked so good. And neither has the age of chivalry.

Seen at the MGM screening room in New York. Reviewer's Rating; Superior.—VINCENT

CANBY.
Release date, January 15, 1954. Running time. 115
PCA No. 16742. General audience classifica-

minutes.	PLA	NO.	10/44.	General	audience	Classinca-
tion.						
Lancelot.					Robe	rt Taylor
Guinever	e				Ava	Gardner
King Art	hur				A	del Ferrer
Morgan	Le Fa	V			Anne	fel Ferrer Crawford
Modred					Stan	ley Baker
Felix A	vlmer.	Ma	ureen	Swanso	n. Gabri	el Woolf,
Anthony	Forwe	od.	Robert	Urquhar	t. Niall I	MacGinnis,
Ann Hai	alin.	Till	Clifford	I. Stephe	n Vercoe	, Howard
Marion (Crawfo	rd	Lohn	Brooking.	Peter (lawthorne,
Alan Til	vern	Iohn	Shern	an. Dag	mar Wun	ter, Mary
Cormaine	Mai	rtin	Wylde	ck. Barr	ev Mack	ay, Derek
Tonales	Den	Dunge	II Ca	endoline	Evans	Michel De
Lutry	ROY	Kussi	en, un	endonne	The street of 1	Michel De

Miss Sadie Thompson

Columbia-Beckworth Tested Melodrama

(Color by Technicolor)

(Color by Technicolor)

The time-tested vehicle, the marquee-filling stars and the fact that this can be sold as the latest and one of the best in the new group of top-quality 3-D pictures, practically insures this technically superb performance a long and happy life at the box office. It is a production smoothly suited to follow in the tradition of the long-run Broadway play, "Rain," which became Jeanne Eagles' epitaph and the motion picture of the same name, which was one of Joan Crawford's triumphs.

Somerset Maupham's well known South Sea

Joan Crawford's triumphs.

Somerset Maugham's well known South Sea classic has been sweetened slightly to remove some of the acid social satire which the author originally used so dispassionately, but the basic ingredient—the sex motif—which undoubtedly made the story such a popular success, is of course embodied in the person of Rita Hayworth. For the first time since her return to the screen, Miss Hayworth from the moment of her entrance across a dazzling blue South Sea lagoon achieves and makes the most of the full wattage of her highly charged personality.

As the prostitute escaping the vengeful wrath of a self-appointed guardian of South Sea morals, she gives a magnificent portrayal of

SHOWMEN'S REVIEWS THE RELEASE CHART pleasure-seeking abandon, fear, rage, repentance, love and final triumph. Her acting is better than her audiences have been led to expect, and more importantly her personality output throughout the picture is at peak, with special high spots in her two specially prepared torch songs, "Sadie Thompson's Song," headed for juke box popularity, and "The Heat Is On."

The first of these particularly is calculatingly staged and magnificently produced to portray

staged and magnificently produced to portray Miss Hayworth at her languorous best. And

Miss Hayworth at her languorous best. And it's in 3-D.
Opposite Miss Hayworth and turning in one of the best performances of his young career is Aldo Ray as Marine Sergeant O'Hara. First attracted and then deeply in love, so much so as to be able to forgive the girl's obvious past, Ray gives a vivid impression of sincerity and competence. Third in line for acting honors is Jose Ferrer as a fanatic lay missionary giving perhaps the most restrained missionary giving perhaps the most restrained missionary, giving perhaps the most restrained

of his many intense performances.

Throughout the whole there is an overbearing creation of mood—heat and savage beauty, languor and the steaming, oppressive rain, sun and rain-washed beaches and the beating pulse of Pacific surf, and even the heavy sex-charged atmosphere of the smoke-filled South Sea bar

Credit for the creation of this mood and set-Credit for the creation of this mood and setting and performance must be divided between Curtis Bernhardt, whose direction kept a diverse cast in tight alignment, and Jerry Wald, whose production conception from story changes to final settings was consistently of the best. Equally with the acting honors must go credit to Charles Lawton, Jr., for the Technicolor photography. And 3-D, without a single gimmick, proves its worth.

Obviously the sordid and lustful subject matter of the story and the candor of its treat-

ter of the story and the candor of its treat-ment on the screen will require that exhibitors weigh the tastes of their audiences carefully before presenting it.

Seen in a projection room. Reviewer's Rat-ng: Excellent.—JAMES D. IVERS. Release date, Christmas, 1953. Running time, 91 inutes. PCA No. 16538. Adult audience classi-cation.

King of the Khyber Rifles

20th-Fox-Adventure Drama :

(Color by Technicolor)

To say at this point that CinemaScope adds To say at this point that Chemascope adds to the visual quality and heightens the box office potential is to voice the obvious. "King of the Khyber Rifles," 20th Century-Fox's fourth in Chemascope, is a sprawling, obstreperous drama, done along formula lines, and laid in India in the middle of the last century. Tyrone Power, a dashing British army captain, has the

(Continued on following page)

(Continued from preceding page)

lead, with Terry Moore providing the feminine touch. The entertainment values in the pro-duction assure it a good reception from the customers.

The screenplay by Ivan Goff and Ben Roberts The screenplay by Ivan Goff and Ben Roberts mixes brisk outdoor action with social consciousness. As the story opens, the British, in the hundredth year of their rule, are having violent trouble with a native tribe headed by power-hungry, ruthless Guy Rolfe. Subsequently it develops that Power's mother was a Moslem, and this leads to some prejudice from his fellow officers as well as an assortment of complications. It also develops that Polic is complications. It also develops that Rolfe is his brother.

The CinemaScope process and the color by Technicolor are seen to best advantage in the scenes of far-reaching terrain and combat sequences. Producer Frank P. Rosenberg and director Henry King have put some breath-

Miss Moore, daughter of Michael Rennie, commandant of the British garrison, falls in love with Power, thereby creating a problem, since he is half-Moslem.

since he is half-Moslem.

As things go, Power, in a heroic gesture, tries a ruse to kill Rolfe but fails. He escapes from Rolfe with his life, but back at the British garrison is looked upon with suspicion. He, however, redeems himself in the grand finale, when he leads a troop of soldiers into the camp of the enemy and liquidates them. Between the contemplation of this deed and the final accomplishment there are numerous dangers, incidents and parrow escapes.

Power performs well as the at-once daring and introspective soldier, while Miss Moore is beautifully ornamental, if somewhat unaccomplished as his romantic interest.

The film derives its title from Power's name, King, and the tribe of knife-wielding soldiers he leads, the Khyber Rifles. The picture is a good one for the family trade, since the story will engross the adults and the action keep the kiddies interested.

kiddles interested.

Seen at the home office projection room, Reviewer's Rating: Excellent.—Mandel Herbst-

Release date, January, 1954. Running time, 99 sinutes. PCA No. 16694. General audience classiminutes. minutes. PCA No. 16694. General audience classification.

Capt. King. Tyrone Power
Susan. Terry Moore
Brig. Gen. Maitland. Michael Rennie
John Justin, Guy Rolfe. Richard Stapley, Murray
Matheson. Frank de Kova, Argentina Brunetti,
Sujata, Frank Lackteen, Filchrist Stuart, Karan
Dhaliwal, Aly Wassil, John Farrow, Richard Pecl,
Aram Katcher, Alberto Morin, Alan Lee, Maurice
Colbourne, Tom Cound, Gavin Muir, Pat Whyte,
Ramsey Hill

Paratrooper

Columbia-Heroics in the Air

(Color by Technicolor)

The dauutless paratroopers of the British airborne division come in for screen glorifica-tion in this Columbia production made at Shep-

tion in this Columbia production made at Shep-perton Studios, London. Alan Ladd in the lead, color by Technicolor, and a well-paced story are the picture's selling points. At the outbreak of World War II, Ladd, a Canadian, enlists in the British forces as a paratrooper. Although a highly proficient soldier, he seems quite moody, as though con-cealing something of his past. The screenplay, by Richard Maibaum and Frank Nugent, is absorbing and editying in its decumentary absorbing and edifying in its documentary aspects as it outlines the intricate training procedures for all those in the paratroopers.

The love interest of the story surround Ladd and a member of the WAAFs, pretty Susan Complications arise when Ladd, for some strange personal reason, refuses a com-mission. The reasons later emerge. It develops that Ladd is actually an American, and previously as an officer in the U.S. Army, he gave orders which resulted in the death of a soldier. As a result, he suffers a psychic inability to give orders and is content to remain

In the heat of battle, however, Ladd handles himself heroically and loses all his psychic fears. The battle scenes bristle with action.

Others in the film, based on a story by Hillary, St. George Saunders, are Leo Genn, Ladd's superior officer, and Harry Andrews, the

Ladd's superior officer, and Harry Andrews, the regimental sergeant major.

A Warwick production, it was produced by Irving Allen and Albert R. Broccoli and directed by Terence Young.

Seen at the home office projection room, Reviewer's Rating: Very Good.—M. H. Release date, January, 1954. Running time, 87 minutes. PCA No. 16111. General audience classi-

anada....

Heidi

U.A.-Wechsler-Girl of the Mountains

Lately, there seems to have been a deluge of pictures about mountains, mountain-climbing and the terrors and joys of such experiences. Here is yet another film about such terrain, but with an idyllic quality that ideally suits but with an idyline quanty that ideally suits this latest version of the children's classic b. Johanna Spyri. Producer Lazar Wechsler again chose Switzerland as a background for a film and his on-the-spot locations have pastoral beauty and quiet realism.

For U. S. audiences, the picture has been dubbed into English with the American voices doing a better acting job than is usually found. The synchronization, though, is still far from The synchronization, though, is still far from perfect, which distracts from the general charm of the film. However, the children, which form the greatest market for "Heidi," should not find this a disturbing element in a film that should please them greatly. While adult audiences may get restless at some of the more obvious plot developments, they too may well find it a circum of comiderable charms. find it a picture of considerable charm.

The familiar story tells of the little Swiss orphan girl who lives with her grandfather in the mountains. His quarrels with the villagers have kept them apart. One day Heidi is whisked away by her aunt to a new life in the big city away by her aunt to a new life in the big city of Frankfort. The aunt works for a wealthy man there whose daughter appears to be a hopeless cripple. Heidi becomes the girl's playmate and through Heidi's encouragement and patience, she learns to walk again. Her father, out of gratitude and love, wants to keep Heidi, but her homesickness becomes almost unbearable. So back she goes to her mountain village, making her grandfather so joyous that he once again makes peace with God and his neighbors.

A lovely and talented little Swiss girl named

A lovely and talented little Swiss girl named Elsbeth Sigmund plays the title role with a great deal of professional skill. She is surrounded by a capable cast of Swiss and German players. Luigi Comencini directed from the screen play by Richard Schweizer and Wilhelm M. Treichlinger.

Seen at a screening room in New Reviewer's Rating: Very Good .- JAY REMER. Release date, March, 1954. Running time, 98 ninutes. General audience classification.

Heidi... † Elsbeth Sigmund Grandfather. Heinrich Gretler Thomas Klameth, Elsie Attenhofer, Margrit Rainer, Fred Tanner, Isa Gunther, Willy Birgel, Anita Mey, Karl Wery, Theo Lingea

The Wild One

Columbia-Kramer—Hoodlum Gang

A wild, unpredictable picture about wild, this newest Stanley unpredictable roughnecks is unpredictable roughneeks is this newest Stanley Kramer production. It tells, in graphic and minute detail, the terror caused by this hoodlum gang of motorcyclists when they descend upon a town, looking for excitement and trouble. The atmosphere is one of mounting tension and impending violence. This cumulative abundance of suspense is the picture's main asset and as each it's a much better than-average medodrama.

or suspense is the pictures main asset and as such it's a much better-than-average melodrama. Thanks to director Laslo Benedek and screen-play writer, John Paxton, this foreboding atmosphere crackles with realism and the audi-

ence can feel the hovering fury. Add to this the presence of Marlon Brando in the starring role and dialogue more natural than usual and you have a picture that should do well generally.

However, and it's a big however, this ex-tremely well-acted, directed and written film proves to be annoyingly pointless. There's no rhyme or reason given for the actions other than that these "hotheads" are hotheads. They talk in a peculiar jive lingo, think they have limitless sex appeal and act, in general, as adult juvenile delinquents.

How they acquired this mich is left entirely to the audience to decide. After being chastized

and firmly warned, there are no outward signs of change except perhaps a miniscule one in Brando. Some may question the lack of positive retribution following the vandalistic escapades. The boys merely leave the town, perhaps looking for another sleepy village to liven up, perhaps not. This entire displays to fireconfusiveness. haps not. This entire display of inconclusiveness

Brando is fine as the tough leader of the cyclists. His portrayal of a boy going nowhere nuch too fast is complemented nicely by Mary Murphy as the girl in the town he desires. Robert Keith plays her father, the local policewhen this crisis appears. Lee Marvin, who has played a tough guy in many recent films, gives another highly creditable performance as one of

Brando's buddies.

"The Wild One" is a difficult picture to criticize. It's a well-made film that heads in no particular direction.

Seen at the Columbia screening room in New York. Reviewer's Rating: Good.—J. R. Release date, not set. Running time, 79 minutes. PCA No. 16106. General audience classification.

Red River Shore

Republic-Rex Allen Western

Rex Allen, his miracle horse, Koko, and his sidekick, Slim Pickens, all play themselves with their usual aplomb in "Red River Shore," a they usual apoints in Red New Shot, a standard Western designed and executed with the younger action fans in mind. This time Rex is the marshal of a little town in the Oklahoma territory caught in an oil hoax.

The hoax has been perpetrated by Trevor Bardette, an otherwise law-abiding citizen who has sought to recoup his finances by getting the town's gullible to invest in what he knows to be a worthless oil venture. Bardette organizes a stickup to get the money out of the town bank, only to be killed by Rex in the ensuing chase. Bardette's innocent son then comes home to carry on his father's activities, not knowing their true nature.

Rex thus is hard put to track down the elder Bardette's henchmen, while trying to keep the son from knowing the truth about his father. Complications are multiplied when oil actually is discovered, thereby making Rex look like the heavy. Needless to say, the marshal emerges triumphant at the end, but not without a lot of hard-riding and shooting and a couple of close escapes from death.

Bill Phipps is seen as the young son and pretty Lyn Thomas as his girl friend. Douglas Fowley, the proprietor of the town's local shooting gallery (no saloons here), is the real villain of the piece and, as such, comes to no good end.

Rudy Ralston is associate producer and Harry Keller the director. Arthur Orloff and Gerald Geraghty wrote the screenplay.

Seen at the Republic screening room in New York. Reviewer's Rating: Good.—V. C. Release date, December 15, 1953. Running time, 54 minutes. PCA No. 16716. General audience classifi-cation.

Drums of Tahiti

Columbia-3-D in the South Seas (Color by Technicolor)

Here is another in producer Sam Katzman's series of adventure thrillers in color by Technicolor. With the added lure of well-focused 3-D projection, it should do as well as, perhaps better than the others. It's a well-paced picture with thrills and an unconventional finale.

In the latter part of the last century, Tahiti was a French protectorate with its queen plot-ting a revolution to turn it over to the English. Helping her is Dennis O'Keefe, an American brought up by the islanders. The French po-lice in the person of amiable Francis L. Sullilice in the person of amiable Francis L. Sullivan is there to thwart their attempts. In order to smuggle thousands of rifles from San Francisco in conjunction with the arrival of the British fleet, O'Keefe goes to the Barbary Coast presumably to bring back his bride. Of course there is no bride, so he has to hire one—lovely and not-to-willing Patricia Medina.

The guns are hidden on a desolate, volcanic island near Tahiti but the sly Sullivan is fully aware of the forthcoming plans. However, there is neither a revolution nor a fight tween the two men, but rather a wild, double-pronged climax. The volcano crupts just as a tropical storm hits the islands and the two rampages of nature make a thrilling if improbable windup.

To take advantage of the extra dimension, a few objects come flying through the air at the audience, but it is not overdone. The photography is excellent, especially at the climax, and the color is lush. The three stars perform adequately and William Castle directed with an eye toward the general audience. Douglas Heyes and Robert E. Kent wrote the screenplay from a story by Kent.

Seen at the Columbia screening room in New York. Reviewer's Rating: Good.—J. R. Release date, January, 1954. Running time, 73 minutes. PCA No. 1669. General audience classification.

Mike MacklinDennis	O'Keefe
Wanda SpencePatricia	Medina
Pierre DuvoisFrancis L.	Sullivan
George Keymas, Sylvia Lewis, Cicely Brown	ne, Ray-
mond Lawrence, Frances Brandt	

Man of Conflict

Apex-Repentance

Son reeducates father in this rather slow moving film produced and directed by Hal R. Makelim. Although the story shows little verve or imagination, the stars get "A" for effort, but whether or not this means good box office will depend largely upon how good a drawing card the names of the stars are on a marquee.

Edward Arnold co-stars with John Agar in this story of a class-conscious industrial tycoon who, in his greedy struggle to build an industrial empire for himself and his son, has been blinded by his passionate 'ust for wealth and power and thus loses all sense of decency and fair play.

The result is that Arnold becomes the most hated and feared man in the town which he has built and when his son, Agar, returns from college to enter the great Compton business, Agar, although entirely innocent, must inevitably share his father's despicable position.

When Agar recognizes the truth about his other bestele sent these is truth.

father, he rebels and takes it upon himself to make things right. Against his father's insistence that he "start at the top," the younger Compton finally has his own way and is grudgingly allowed to begin work, incognito, as an ingly allowed to begin work, incognito, as an apprentice in a machine shop in one of the several Compton plants. It is here that he becomes very friendly with his teacher and co-worker, Fay Roope, and here too that he gains an insight into the workers' problems and grievances. The more he hears, the further incensed is Agar at his father and his dictatorial methods. This initiates a series of events, often tending to the artificial, which finally result in the reawakening of what is good in the elder Compton and the eventual

rectifying of his many mistakes.

Susan Morrow and Dorothy Patrick share the romantic interest in the film with Miss Morrow winning out in the Cinderella finish.

Seen at the Brooklyn Paramount theatre to a not-too-receptive audience. Reviewer's Rating: Fair.-ANITA FOSTER.

Release date, December, 1953. Running time, 88 inutes. PCA No. 16358. General audience classication.

J. R. Co																	
Ray Con																	
lane Jen																	
Ed Jenks																	
Betty																	
Herbert								H	l	15	S	el	ı	ŀ	fiel	63,	John
Hamilton	Lower	K		18.													

The Limping Man

Lippert-Melodrama

Lloyd Bridges is the American name in the well balanced cast that gives this British-made well balanced cast that gives this British-made melodrama a quite proficient performing. British players include, from the top, Moira Lister, Alan Wheatley, Leslie Phillips, Helene Cordet, Andre Gyseghem, Tom Gill and Bruce Beeby. The script by Ian Stuart and Reginald Long, from a story by Anthony Varney, stacks puzzle upon puzzle, hint upon clue, in the best British manner, getting the chain of events so completely ensnarled, toward the end, that the only possible way to avert turning the beginning the possible way to avert turning the heroine over to the constabiliary seems to have been by resort to the dream-finish. This lets the be-holder down, of course, but it may be said that he has had a long enough ride anyway at these

The producer is Donald Ginsberg and the director is Charles de Lautour, both gentlemen keeping matters steadily in hand within the limits of the overcomplicated plot delivered by the writers.

Bridges plays an American arriving in Lonon to pick up an interrupted romance with Miss Lister, whom he hasn't seen in six years. At the airport a man standing alongside Bridges is slain by an unseen sharpshooter and he is detained by Scotland Yard briefly for questioning. When he gets to Miss Lister's apartment he discovers, following ardent preliminaries, that she has had intimate association with the slain man which she is loath to discuss. As Scotland Yard knows of this also, he and she are never long free of surveillance, and after are never long free of surveillance, and after complications involving the dead man's wife and some blackmailing, plus discovery that the dead man isn't the man he's supposed to be—don't try to comprehend all this at second hand—but is alive and still villainous, Scotland Yard settles everything to official satisfaction and Bridges wakes up in his plane, as it comes into the air-port, to learn he's been dreaming the whole

Previewed at the Hollywood Paramount theatre, where it split a bill with "Thunder Over the Plains." Reviewer's Rating: Good,— WILLIAM WEAVER.

Man in the Attic

20th-Fox-Panoramic-Return of the Ripper

For his first independent production for 20th-Fox release, Leonard Goldstein, under the aegis of Panoramic Productions, has chosen the classic chiller, "The Lodger" by Marie Belloc Lowndes. The last version was released more than 10 years ago. Although the plot is basically the same, the film is slower-paced and intermittently exciting.

This time Jack Palance plays the role of the psychotic killer, Jack the Ripper. The film starts with a number of murders already committed Palance renting rooms in the home of a ile-aged couple. His strange pattern of livmiddle-aged couple. His strange pattern of liv-ing and his recluse-like manner make him suspicious to the pair. But their niece, a vaude-ville star, finds him fascinating. She continually allays their suspicions until the police appear on

the scene and become aware of his behavior. Palance almost kills the girl and while trying to escape presumably drowns.

The reasoning behind his twisted mind is ex-plained carefully and almost creates an aara of sympathy for him. And Palance, in his first solo starring role, gives his usually competent performance. His fascinatingly skull-like face and his menacingly calm voice add greatly to the chilling atmosphere. Constance Smith as the girl is lovely and Frances Bavier and Rhys williams as her aunt and uncle provide a little comic relief. The young, romantic Scotland Yard inspector, as played by Byron Palmer, appears rather pompous and officious.

Robert L. Jacks produced, Hugo Fregonese directed and Robert Presnell, Jr., and Barre Lyndon wrote the screenplay.

Seen at the 20th-Fox screening room in New York. Reviewer's Rating: Fair .- J. R.

Release date, December, 1953. Running time, inutes. PCA No. 16755. General audience class cation.

Slade Jack Palance
Lily Bonner Constance Smith
Paul Warwick Byron Palmer
Frances Bavier, Rhys Williams, Sean McClory, Leslie
Bradley, Tita Phillips, Leslie Mathews, Harry Cording, Lilian Bond, Lisa Daniels, Isabel Jewell

White Mane

William L. Snyder-Fascinating

An off-the-beaten-path short-length feature film is "White Mane," the story of a wild horse and a young boy. Filmed in France with an English narration, it tells a simple and charmstory that should fascinate child and adult alike. Its 40-minute running time is ably short and its content remarkable. Its 40-minute running time is unbeliev-

In a desert-like region in the south of France herd of wild horses led by a stallion named a herd of wild horses led by a stallion named White Mare are trying to escape capture by a group of ranchers. A young boy, Alain Emery, watches and sees the impossible time the men have with the leader. He goes after the horse, throws a rope around his neck and after being dragged through mud and grass succeeds in convincing the stallion of his friendship. However, the horse, desiring to be with the herd, discovers a new leader and has a tremendous fight with him. Victorious, but badly hurt, he goes back to the boy. mendous fight with him. Victohurt, he goes back to the boy.

The ranchers, more determined than ever to pture White Mane, begin a futile chase after the two friends. They jump into the river and head toward the open sea where, as the narrator explains, they will find a land where they can be free.

This synopsis doesn't do justice to the won-derful photography nor the individual scenes which comprise this delightful fable. That much of this film was able to be recorded is staggering to the imagination and to the eye. Director Albert Lamorisse is to be credited with a worthy addition to any theatre's program.

Denys Colomb de Daunant did the adaptation from the original by Lamorisse, who also collaborated on the commentary with James Agee.

William L. Snyder is presenting the film in this country but as yet no distributor has been set. It is opening in some theatres in the set. It is opening in some theatres in the country as a companion piece to "Heidi," although this arrangement will not necessarily follow through on subsequent engagements.

Seen at screening room in New York. Reviewer's Rating: Excellent .- J. R.

Release date, not set. Running time, 40 minutes, eneral audience classification.

THE GOLDEN IDOL (Allied Artists) PRODUCER - DIRECTOR: Ford PLAYERS: Johnny Sheffield, Anne Kimbell.

ADVENTURE. Another in the Bomba series, this one tells of an extremely valuable archeological treasure, the Lost Idol of Watusi, which has come into the hands of the young ro. Two groups of people wish to get it, murderous Arabian chieftain hires an unscrupulous American while a female scientist for a British museum is also searching for it. After a series of adventures, the idol goes to the proper people.

THE RELEASE CHART

Index to Reviews and Advance Synopses, with Ratings

Release dates and running time are furnished as soon as available. Advance dates are tentative and subject to change. Running times are the official times supplied by the distributor.

All page numbers on this chart refer to pages in the PRODUCT DIGEST SECTION of MOTION PICTURE HERALD.

Short Subjects Chart with Synopses Index can be found on pages 2078-2079, issue of November 21, 1953.

Feature Product by Company starts on Page 2053, issue of October 31, 1953.

Color pictures designated by (c).

* Following a title indicates a Box Office Champion.

Ficture ratings under National Groups are estimates by leading women's organizations and national review committees; A—Adults (over 18 years), M—Mature Young People, Y—Youth (ages 12 to 18), C—Children (ages 8 to 12). Legion of Decency Ratings: (A-1), Unobjectionable; A-2, Unobjectionable for Adults; B, Objectionable in part; C, Condemned.

CinemaScope designed by (CS).

					-REVI	EWED-		-RATING	·s
			Release	Running		ynopsis	Nat'l		Herald
TITLE—Producties Number—Compo	asy	Stars	. Date	Time	Issue	Page	Groups	L. of D.	Review
Abbott & Costello Meet Dr. Jekyll	Univ.	ALL II & Costella B Madell	Aug '53	77m	Aug. I	1934	AY	A.1	Good
& Mr. Hyde (329) Act of Love	UA	Abbott & Costello-B. Karloff Kirk Douglas-Dany Robin	Aug.,'53 Mar.,'54	108m	Aug. I Dec. 19	2109	~1	A-1	Very Good
	MON	Spencer Tracy-Jean Simmons	Sept. 25,'53	90m	Aug. 8	1941	AY	A-2	Excellent
Affair in Monte Carlo (Brit.) (color)		spencer ridey coun commons				****			
(5307)	AA	Merle Oberon-Richard Todd	Sept., '53	74m	Sept. 19	1998			Good
	RKO	Jean Simmons-Victor Mature	June 20,'53	89m	June 13	1870	AY	A-2	Fair
	Mem	Debbie Reynolds-Bobby Van	Aug. 14,'53	74m	June 6	1862	AY	A-2	Very Good
	Para. Univ.	Robert Ryan-Jan Sterling Tony Curtis-Lori Nelson	Feb., '54 Oct., '53	83m	Dec. 12 July 25	(S)2102 1925	AYC	A-1	Very Good
	Univ.	Barbara Stanwyck-Richard Carlson	July, 53	79m	June 20	1877	A	A-2	Very Good
All the Brothers Were Valient (c)									,
	MON	Robert Taylor-Ann Blyth	Nov. 13,'53	101m	Oct. 17	2029	AM	A-2	Excellent
Annapurna (c) Mayer-Kin		Documentary	Dec.,'53	60m	Dec. 19	2110		-	Excellent
Appointment in Hondures (406) (color)	MGM	Glenn Ford-Ann Sheridan	Oct. 16,'53	79m 71m	Oct. 31 June 27	2046 1885	AY	В	Fair
	Para.	Gig Young-Jean Hagen Charlton Heston-Jack Palance	June, '53 Aug., '53	105m	June 20	1878	AYC	B A-2	Very Good Very Good
a		Charlon Fleston-Sack Falance	Aug., os				~1	77.6	very Good
Back to God's Country Isolan (403)	Univ	Rock Hudson Steve Cookers	Nov., '53	78m	Sept. 26	2006		4.2	Gard
Back to God's Country (color) (403) Bad Blonde (5211) Lip	ppert	Rock Hudson-Steve Cochran Barbara Payton-Tony Wright	Apr. 10,'53	80m	May 16	1838	Â	A-2 B	Good Excellent
Bad for Each Other (624)	Col.	Charlton Heston-Lizabeth Scott	Jan., 54	83m	Dec. 12	2101	^	В	Good
	MON	Fred Astaire-Cyd Charisse	Aug. 7,'53	112m	July 11	1909	AY	A-2	Excellent
Bandits of the West (5243)	Rep.	Allan Rocky Lane	Sept., '53	54m	Aug. 22.	1958	AYC	A-I	Fair
Beachhead (c)	UA	Toby Curtis-Frank Lovejoy	Feb., 54						
Beast from 20,000 Fathoms, The (221)	WB	Paul Christian-Paula Raymond	June 13,'53 Jan.,'53	80m	June 20 Dec. 19	1878	AY	A-I	Very Good
Beat the Devil Beggar's Opera, The (Brit.) (c) (304)	WB	Humphrey Bogart-Jennifer Jones Laurence Olivier-Dorothy Tutin	Sept. 26, 53	94m	Aug. 29	(S)2111 1965	AM	A-2	Very Good
Beneath the 12-Mile Reef (c)		Laurence Onvier-Doronny renni	30pii 20, 33	• • • • • • • • • • • • • • • • • • • •			Alvi	N-8	1617 0000
(CS) 20H	h-Fox	Terry Moore-Robert Wagner	Dec.,'53	102m	Dec. 19	2109			Very Good
	RKO	March-Loy-Andrews-Wright	Feb., 54	173m	Dec. 19	2110		-	Superior
Big Heat (615)*	Col.	Glenn Ford-Gloria Grahame Edward G. Robinson-Vera-Ellen	Oct., '53 Aug. 21, '53	90m 71m	Sept. 26 July 18	1918	AMYC	В	Good
	ppert	Alex Nicol	Jan. 15,'54	7 m	July 10	1710	AMIC	A-1	Good
Blowing Wild (306)	WB	Gary Cooper-Barbara Stanwyck	Oct. 17,'53	90m	Sept. 19	1997	A	A-2	Very Good
Blueprint for Murder, A (332) 20th	h-Fox	Joseph Cotten-Jean Peters	Sept., '53	76m	Aug. I	1933	AY	A-2	Very Good
	Para.	Alan Ladd-James Mason	Nov., '53	94m	Oct. 3	2013	AMY	A-2	Very Good
	IGM	Robert Horton-Dorothy Dandridge	Apr. 17,'53	69m	Apr. 11	1790	AYC	A-1	Good
By the Light of the Silvery Moon (color) (219)	WB	Doris Day-Gordon MacRae	May 2,'53	102m	Mar. 28	1773	AYC	A-I	Very Good
(000) (21)	****	Don's Day-Gordon Mackag	May 2, 55	102111	mai. 20		710	A-1	very Good
C-14. Th- (5303)*	Para.	Mark's & Lands Danne Band	C 152	95m	A 0	1942	AYC	- A-I	VC1
Caddy, The (5302)* Calamity Jane (color) (311)	WB	Martin & Lewis-Donna Reed Doris Day-Howard Keel	Sept., '53 Nov. 14, '53	101m	Aug. 8 Oct. 31	2045	AMYC	A-1	Very Good Excellet
	h-Fox	Ethel Merman-Donald O'Connor	Apr., '53	114m	Mar. 7	1749	AY	A-I	Excellent
Camels West (c) (3D)	UA	Rod Cameron-Joanne Dru	Feb., '54						
Camels West (c) (3D) Capt. John Smith & Pocahontas (c)	UA	Anthony Dexter-Jody Lawrence	Nov., '53	75m	Nov. 21	2077			Fair
Captain Scarlett (color)	UA	Richard Greene	Aug. 12,'53	75m	Sept. 26	2007			Average
Captain's Paradise (Brit.)	RKO	Alec Guinness-Yvonne de Carlo Anne Baxter-Steve Cochran	Dec. 18,'53	76m	Oct. 10 Dec. 12	(S)2103			Excellent
	Astor	Mario del Monaco	Not Set Dec. 26,"53		Dec. 12	(3)2103			
	Para.	Korean War	Jan., 54	75m	Nov. 28	2085		A-1	Excellent
	Rep.	Alex Nicol-Audrey Totter	Aug. 15,'53	90m	Sept. 26	2007	A	A-2	Good
Charge at Feather River, The (color)									
(3D) (223)*	WB	Guy Madison-Frank Lovejoy	July 11,'53	96m	July 4	1901	AYMC	A-2	Very Good
Charge of the Lancers (625) (c)	Col.	Jean Pierre Aumont-Paulette Goddard		93-	A 20	1011	ALAV		C 1
China Venture (609) City Is Dark, The (224)	Col.	Edmond O'Brien-Barry Sullivan Sterling Hayden-Gene Nelson	Sept., '53 Not Set	83m 74m	Aug. 29 May 9	(S) 1831	AMY	A-2 A-2	Good
City of Bad Men (color) (328) 20th	h-Fox	Jeanne Crain-Dale Robertson	Sept., 53	82m	June 27	1885	AY	A-2	Very Good
	Rep.	Gig Young-Mala Powers	June 12,'53	90m	June 13	1870	AY	В	Good
Clipped Wings (5320)	AA	Bowery Boys	Aug. 30,'53	62m	Nov. 28	2086		A-2	Good
Column South (color) (320)	Univ.	Audie Murphy-Joan Evans	June, 53	84m	May 16	1839	AY	A-1	Average
Combat Squad (613)	Col.	John Ireland-Lon McCallister	Oct., 53	72m	Oct. 3	2015	AY	A-!	Average
Conquest of Cochise (color) (610)	Col.	John Hodiek-Robert Stack Documentary	Sept., '53 Jan. 29, '54	70m 78m	Dec. 12	2101		A-I	Good
Conquest of Everest (Brit.) (c) Crazylegs—All American	Rep.	Elroy Hirsch-Lloyd Nolan	Not Set	87m	Oct. 31	2046		A-1	Very Good
Crossed Swords (color)	UA	Erroll Flynn-Gina Lollobrigida	Oct. 30,'53		Oct. 31	(5)2047			. 417 0000
	20	Erroll Flynn-Gina Lollobridida	OCT. 30, 33		Oct. 31	(3/204)			

					EWED-	-	RATING	
TITLE—Production Number—Company	Stars	Release Date	Running Time	(S)=s	ynopsis Page	Nat'l Groups	L. of D	. Review
Cruisin' Down the River (color) (606) Col. Cry of the Hunted (330) MGM	Dick Haymes-Audrey Totter Vittorio Gassman-Polly Bergen	Aug., '53 May 8, '53	81m 80m	July 25 Mar. 14	1927 1758	AYC	A-1 A-2	Average Very Good
Dangerous Crossing (330) 20th-Fox	Jeanne Crain-Michael Rennie	Aug., '53	75m	July 25	1927	AY	A-1	Fair
Dangerous Mission (c) RKO	Victor Mature-Piper Laurie	Not Set		Dec. 12	(S)2102			-
Dangerous When Wet (color) (341)* MGM	Esther Williams-Fernando Lamas	July 3,'53	95m	May 23	1845	AYC	A-2	Excellent
Decameron Nights (color) (461) RKO	Joan Fontaine-Louis Jourdan	Nov. 10, 53	87m	Nov. 7	2061	A	В	Excellent Vory Good
Desert Rats, The (319) 20th-Fox Desert Song, The (color) (220) WB	Robert Newton-James Mason	May,'53	88m	May 16	1837	AYC	A-1	Very Good Good
Desert Song, The (color) (220) WB Desperate Moment (Brit.) (386) Univ.	Kathryn Grayson-Gordon MacRae Mai Zetterling-Dirk Bogarde	May 30,'53 Sept.,'53	110m 88m	Apr. 25 Sept. 5	1805	AIC	A-2	Very Good
Devil's Canyon (color) (3D) (402) RKO	Virginia Mayo-Dale Robertson	July 25,'53	92m	Aug. 22	1957	A	A-2	Good
Diamond Queen, The (c) (302) WB	Fernando Lamas-Arlene Dahl	Nov. 28'53	80m	Aug. 15	1949		A-2	Good
Donovan's Brain UA	Lew Ayres-Nancy Davis	Sept. 30,'53	83m	Oct. 10	2023	A	A-2	Fair
Down Laredo Way Rep.	Rex Allen-Dona Drake	Aug. 5, 53	54m	Aug. 22	1957	AY	A-I	Good
Dragonfly Squadron (3D) AA Dragon's Gold UA	John Hodiak-Barbara Britton	Dec. 27,'53						
Dragon's Gold UA Dream Wife (335) MGM	John Archer-Hillary Brooke Cary Grant-Deborah Kerr	Oct. 16,'53 June 19,'53	99m	Mar. 14	1758	AY	A-2	Very Good
Drums of Tahiti (3D) (c) Col.	Patricia Medina-Dennis O'Keefe	Jan., '54	73m	Dec. 26	2119	~ .	71.4	Good
E-F	Tanisia Madina Danina Di Kabila	ound or	7.5111					
East of Sumatra (color) Univ.	Jeff Chandler-Marilyn Maxwell	Sept., '53	82m	Sept. 19	1998	4.4		C1
Easy to Love (color) (410) MGM	Esther Williams-Van Johnson	Dec. 25, 53	96m	Nov. 14	2069	AY	B A-2	Good Vary Good
Eddie Cantor Story (c) (316) WB	Keefe Brasselle-Marilyn Erskine	Jan. 30,'54	116m	Dec. 19	2109		N-2	Very Good Very Good
El Alamein (620) Col.	Scott Brady-Rita Moreno	Jan., '54	67m	Dec. 12	2101		A-1 -	Fair
El Paso Stampede Rep.	Alan Rocky Lane	Sept. 8, 53	54m	Oct. 10	2023	AMYC	A-I	Fair
Escape from Fort Bravo (color) (409) MGM	William Holden-Eleanor Parker	Dec. 4,'53	98m	Nov. 7	2061		A-1	Very Good
Eyes of the Jungle (5229) Lippert Fair Wind to Java (color) (5207) Rep.	Jon Hall Fred MacMurray-Vera Ralston	July 1,'53 Apr. 28,'53	79m	Aug. 29 May 2	1966	AV	4.0	Average
Fake, The UA	Dennis O'Keefe-Coleen Gray	Sept. 25, 53	92m 80m	Oct. 31	1821 2046	AY	A-2	Very Good
Fallen Angel 20th-Fox		ue) Nov., 53	oom.	Jul. 31	2010		A-1	Good
Fanfan the Tulip (Fr.) UA	Gerard Philipe-Gina Lollobrigida	May, '53	96m	May 23	1847			Very Good
Farmer Takes a Wife (color) (307) 20th-Fox	Betty Grable-Dale Robertson	July, 53	81m	Apr. 25	1805	AYC	A-2	Very Good
Fast Company (332) MGM	Howard Keel-Nina Foch	May 22, 53	68m	Apr. 18	1799	AY	A-2	Good
Fighter Attack (c) AA	Sterling Hayden-J. Carrol Naish	Nov., 53	80m	Nov. 28	2086			Good
Fighting Lawman (5334) Allied Fighting Men (5222) Lippert	Wayne Morris Special Cast	Sept. 20,'53 Oct. 9,'53	71m 63m	Oct. 3	2014		A-I	Good
Fighting Men (5222) Lippert 5000 Fingers of Dr. T, The (color) (604) Col.	Peter Lind Hayes-Mary Healy	Aug.,'53	88m	June 20	1877	AY	A-I	Very Good
Flame of Calcutta (color) (603) Col.	Denise Darcel-Patric Knowles	July, 53	70m	June 27	1886	AY	A-2	Good
Flight Nurse Rep.	Joan Leslie-Forrest Tucker	Nov., 53	90m	Nov. 7	2062	AY	A-1	Fair
Flight to Tangier (c) (2D-5331,3D-5306) Pera	Joan Fontaine-Jack Palance	Nov., '53	90m	Oct. 17	2030		В	Fair
Follow the Fleet (487) RKO	Fred Astaire-Ginger Rogers (reissue		110m					
Folly To Be Wise (Brit.) Fine Arts	Alastair Sim-Martita Hunt	Dec., 53	91m	Dec. 12	2102			Fair
Forbidden Univ. Forever Amber (color) 20th-Fox	Tony Curtis-Joanne Dru Linda Darnell-Cornel Wilde (reiss	Jan., '54 sue) Nov., '53	85m 140m	Nov. 28	2086		В	Good
Forever Female (5312) Para.	G. Rog rs-W. Holden-P. Douglas	Jan., '54	93m	June 6	1861		В	Excellent
Fort Algiers UA	Yvonne DeCarlo-Carlos Thompson	July 15,'53	78m	July 25	1927		-	Fair
Fort Ti (color) (3D) (546)* Col.	George Montgomery-Joan Vohs	May, '53	73m	May 16	1837	AY	A-2	Good
Fortune in Diamonds (5317) Lippert	Scott Brady-Mary Castle	Nov. 27, 53	-					
49th Man, The (529) Col.	John Ireland-Richard Denning	June, '53	73m	May 16	1838	AY	A-I	Good
Four Sided Triangle, The (Brit.) Astor	Barbara Payton-James Hayter	June, '53	81m	May 30	1853	AVC	A 1	Fair
Francis Covers the Big Town (324) Univ. French Line (color) (3D) RKO	Donald O'Connor-Yvette Dugay Jane Russell-Gilbert Roland	July, 53 Not Set	86m	June 13 Nov. 7	(S)2063	AYC	A-1	Good
From Here to Eternity (616)* Col.	M. Clift-B. Lancester-D. Kerr	Sept., '53	118m	Aug. 1	1933	AM		Excellent
G								
Gay Adventure, The UA	Burgess Meredith-Jean-Pierre Aumon		82m	Oct. 10	2022		A-2	Fair
Genghis Khan UA	Elvira Reyes-Lou Salvador John Mills-Elizabeth Sellars	June 12,'53	78m	04 1	2014		A-2	Good
Gentle Gunman, The (Brit.) (388) U-I Gentlemen Prefer Blondes (c).* (326) 20th-Fox	Marilyn Monroe-Jane Russell	Oct., '53 Aug., '53	86m 91m	Oct. 3 July 4	1903	A	A-2 B	Good
Geraldine Rep.	John Carroll-Mala Powers	Not Set	71111	Dec. 12	(5)2103	^	D	Excellent
Ghost Ship (Brit.) (5228) Lippert	Hazel Court-Dermot Walsh	June 12,'53	69m	July 25	1927			Average
Gilbert & Sullivan (color) (Brit.) UA	Maurice Evans-Robert Morley	Jan. 8, 54	105m	Oct. 31	2045		A-1	Excellent
Girl Next Door, The (c) (320) 20th-Fox	June Haver-Dan Dailey	June, 53	92m	May 16	1839	AY	A-I	Fair
Give a Girl a Break (c) MGM	Marge & Gower Champion	Not Set	82m	Dec. 5	2093	***	A-I	Good
Glass Web (2D-402, 3D-401) Univ. Glenn Miller Story (color) Univ.	Edward G. Robinson James Stewart-June Allyson	Nov., 53	8lm	Oct. 17	1512071	AM	A-2	Very Good
Glory Brigade, The (323) 20th-Fox	Victor Mature	Feb., '54 July, '53	82m	Nov. 14 May 16	(S)2071 1838	AY	A-I	Good
Golden Blade, The (color) (332) Univ.	Rock Hudson-Piper Laurie	Sept., '53	81m	Aug. 22	1957	AMYC	A-1	Excellent
Golden Idol, The (5315) AA	Johnny Sheffield	Jan. 10,'54		Dec. 26	(5)2119			
Golden Mask (c) UA	Wanda Hendrix-Van Heflin	Feb., '54						
Gorilla At Large (c) 2,3-D 20th-Fox	Cameron Mitchell-Anne Bancroft	Mar., 54						
Great Diamond Robbery MGM	Red Skelton	Not Set	69m	Dec. 5	2093			Good
Great Signs Unising The Color (326) Univ	Willard Parker-Barbara Payton Jeff Chandler-Faith Domergue	July 17, 53	73m	Aug. 22	1958	AY	A 1	Good
Great Sioux Uprising, The (color) (326) Univ. Greatest Show on Earth (c) (5129) Para.	All-Star Cast	July.'53 May,'53	80m 153m	June 27 Jan. 5.'52	1886	AYC	A-I B	Good Superior
Gun Belt (color) UA	George Montgomery-Tab Hunter	July 24,'53	77m	July 18	1918	AYC	A-I	Good
Gun Fury (C) (3D) (617) Col.	Rock Hudson-Donna Reed	Nov., '53	83m	Oct. 24	2037	AY	A-2	Good
Н	6 1 61 1							
Half a Hero (401) MGM	Red Skelton-Jean Hagen	Sept. 4,'53	71m	Aug. 1	1933	AY	A-1	Good
Heidi (Swiss)	Elsbeth Sigmund	Mar., 54	98m	Dec. 26	2118			Very Good
Hell and High Water (c) (CS) Fox	Richard Widmark-Bella Darvi	Feb., 54	70	0-4 04	2027	444		v
Here Come the Girls (5309) (color) Para.	Hope-Clooney-Dahl-Martin Burt Lancaster-Joan Rice	Jan. 16 '54	78m	Oct. 24	(5)1879	AM	8	Very Good
His Majesty O'Keefe (c) (315) WB Hondo (3D) (c) (312) WB	John Wayne-Geraldine Page	Jan. 16,'54 Jan. 2'54	92m 83m	June 20 Nov. 28	(S) 1879 2085		A-I	Excellent
Hot News (5327) Allied	Stanley Clements	Oct. 11,'53	61m	Nov. 28	2087		N-1	Good
Houdini (color) (5223) Para.	Tony Curtis-Janet Leigh	July, 53	106m	May 23	1845		A-I	Very Good
How to Marry a Millionaire (color)								
(CinemaScope) 20th-Fox	Grable-Monros-Bacall Anthony Steel-Jack Warner	Nov., 53	96m	Nov. 14	2070	AY	A-2	Excellent
Hundred Hour Hunt (Brit.) Greshler	Allinony State-Sack Warner	June, 53	84m	July 4	1902			Good
1 the lune (3D)	Bill Elliott-Peggie Castle	Aug. 14,'53	97	July 25	1024			Entr
I, the Jury (3D) UA Inferno (color) (3D) (329) 20th-Fox	Robert Ryan-Rhonda Fleming	Aug., 53	87m 83m	July 25 July 25	1926	ÂY	B A-2	Feir Excellent
to the total total	,			, 20	. 72.0			and on one
BRODUCT DICECT CECTION DECEMBER	1052							2121

					-REV	EWED-		-RATING	55	
			Release	Running		synopsis	Nat'l		Herald	
TITLE—Production Number—Comp	any	Stars	Date	Time	Issue	Page	Groups	L. of D	. Review	
Invaders from Mars (314) (color) 20t	h-Fox	Helene Certer-Arthur Franz	May-'53	78m	Apr. 11	1790	AY	A-1	Good	
	ppert		Sept. 18,'53	73m						
Island in the Sky (301)	WB	John Wayne-Lloyd Nolan	Sept. 5,'53	109m	Aug. 8	1941	AY	A-I	Excellent	
	RKO	Boris Karloff-Ellen Drew (reissue	July 15,'53	72m						
It Came from Outer Space								A 1	Van. Gard	
	Univ.	Richard Carlson-Barbara Rush	June, 53	82m	May 23	1845	AY	A-1 A-2	Very Good	
	Univ.	Loretta Young-John Forsythe	May, 53	80m	Apr. 18	1798	AYC	W-7	Very Good	
It Should Happen to You	Col.	Judy Holiday-Peter Lawford	Not Set	00-	Nov. 7	(5)2063			Fair	1
It Started in Paradise (Brit.) (color)	Astor	Jane Hylton-lan Hunter	July,'53	90m	Aug. 22	1958				1
							****	4.2	For House	
Jack Slade (5406)	_^^	Mark Stevens	Nov. 8, 53	90m	Oct. 24	2037	AMY	A-2 A-2	Excellent Very Good	
	Para.	Ray Milland-Arlene Dahl	June,'53	92m	Apr. II	1789	AY	A-2	Very Good	
	Allied Para.	!da Lupino-Howard Duff Fernando Lamas-Rhonda Fleming	Oct. 25,'53 Jan.,'54	73m	Oct. 31 Dec. 19	(S)2047 (S)2111	***			
Jivero (5311) (c) Joe Louis Story, The	UA	Coley Wallace-James Edwards	Sept. 18,'53	88m	Oct. 3	2013	AYC	A-1	Excellent	
Johnny the Giant Killer (color)	07	Coley Wallace-Sallies Edwards	30pi. 10, 33	00111	OCI. 3	2013				
	ppert	Animated Cartoon	June 5,'53	70m	July 4	1902	AYC		Good	
Juggler, The (520)	Col.	Kirk Douglas-Milly Vitale	June, 53	86m	May 2	1821	AY	A-2	Good	
Julius Caesar	MOM	Brando, Calhern, Garson, Kerr, Masc	n Spec.	121m	June 6	1861	AY	A-1	Superior	
Justice Brown 20th	h-Fox	Thelma Ritter-Jeffrey Hunter	Jan., '54							
K-L										
Key Large (309)	WB	Robinson-Bogart-Bacall (reissue)	Nov. 7,'53	101m						
	h-Fox	Gregory Peck-Thomas Mitchell (reiss		137m						
Kid from Left Field, The (325) 20th	h-Fox	Dan Dailey-Anne Bancroft	July,'53	87m	July 25	1926	AYC	A-I	Good	
Killer Ape	Col.	Johnny Weissmuller	Dec., 53	68m	Nov. 21	2077	AMYC	A-I	Fair	
King of the Khyber Rifles (c) (CS) 20th		Tyrone Power-Terry Moore	Jan., '54	99m	Dec. 26	2117	AY	В	Excellent Excellent	
	MGM	Kathryn Grayson-Howard Keel	Nov. 26, 53	109m	Oct. 31	2045	71		LACONOM	
	h-Fox	Victor Mature-Richard Widmark (reis	Jan. 15, 54	99m 115m	Dec. 26	2117			Superior	
Knights of the Round Table (c) (CS) N Knock on Wood (color)	Pera.	Robert Taylor-Ava Gardner Danny Kaye-Mai Zetterling	Not Set	113111	Nov. 7	(S)2063				
La Favorita (Ital.)	IFE.	Paolo Silvari	Oct., '53	78m	Oct. 31	2047		A-2	Feir	
	Astor	Lucia Evangelis-Giulio Gari	Dec. 26,'53							
	Col.	Gene Autry	Nov., '53	59m	Nov. 7	2062	434	A-1	Good	
Last Posse, The (535)	Col.	Broderick Crawford-John Derek	July, 53	73m	June 13	1870	AY	A-2	Good	
Latin Lovers (color) (348) N	MBN	Lana Turner-Ricardo Montalban	Aug. 28, 53	104m	July 25	1926	AY	A-2	Good	
	Univ.	Ronald Reagan-Dorothy Malone	May, 53	80m	Apr. 4	1781	AY	A-2	Very Good Very Good	
	Col.	Jane Wyman-Ray Milland	July, 53	95m	June 20	1877	AYC	A-2	Excellent	
	MON	Leslie Ceron-Mel Ferrer	July 10,'53	8im	Mer. 14	1757		71.0	Good	
	ppert	Lloyd Bridges	Dec. 11,'53	76m 88m	Dec. 26 Sept. 12	2119 1989	AMYC	A-2	Very Good	
Lion is in the Streets (color) (305)	WB Pere.	James Cagney-Barbara Hale Bing Crosby-Claude Dauphin	Oct., 53	95m	July 11	1909	AYC	A-1	Excellent	
Little Boy Lost (5304)* Little Caesar	WB		Dec. 19,'53	70111	July 11	1101			_	
	rstyn	Richie Andrusco	Oct. 6,'53	75m	Oct. 10	2021		A-2	Excellent	
	isney	True Life Adventure	Nov., '53	73m	Oct. 10	2021	AMYC	A-I	Excellent	
	IGM	Lucille Ball-Desi Arnaz	Not Set		Dec. 19	(5)2111	ALIVO	A 1	Card	1
Louisiana Territory (3D) (color) (405)	RKO	Documentary	Oct. 16,'53	65m	Oct. 17	2030	AMYC	A-1	Good Fair	1
Lucky Five (Ital.)	IFE	Aldo Fabrizi	Nov., 53	85m	Dec. 5	2094			ran	
Lure of the Sila	IFE	Silvano Mangano	Dec. 25, 53							
M										
Me and Pa Kettle on Vecation (314)	Univ.	Marjorie Main-Percy Kilbride	Apr., '53	75m	Mar. 7	1749	AYC	A-I	Good	
	IGM	All Star Cast	July 31,'53	102m	Aug. 1	1934	AY	A-2	Fair	
Man Between, The	UA	James Mason-Claire Bloom	Not Set	100m	Nov. 14	2069		B	Excellent Good	
	h-Fox	Neville Brand-Christine White	Dec.,'53	79m	Dec. 19	2110		D	Fair	
	ppert	George Raft-Gianna Maria Canale	Nov. 27, '53	82m 79m	Dec. 5 July 18	2094	AY	A-1	Very Good	
Man from the Alamo (color) (328) Man In Hiding	Univ.	Glenn Ford-Julia Adams Paul Henried-Lois Maxwell	Aug., '53 Oct. 2, '53	79m	Nov. 14	2070	***	В	Fair	
	h-Fox	Constance Smith-Jack Palance	Dec.,'53	82m	Dec. 26	2119			Fair	
Man in the Dark (3D) (547)*	Col.	Edmond O'Brien-Audrey Totter	Apr., '53	70m	Apr. 11	1789	AY	A-2	Very Good	
	Apex	Edward Arnold-John Agar	Dec., '53	88m	Dec. 26	2119	****		Fair	
	h-Fox	Fredric March-Terry Moore	Mey, '53	105m	Apr. 4	'781	AY	A-2	Excellent	
Marksman, The (5333)	AA	Wayne Morris	Apr. 12,'53	61m	Apr. II	(5)1791	AV		Good	
	RKO	Marie Wilson-Robert Cummings	Oct. 22, 53	72m	Sept. 26	2006	AY	B A-1	Good Average	
Marshal's Daughter, The	UA	Ken Murray-Preston Foster	June 26, 53	71m 103m	July 4 Sept. 19	1903		71	Excellent	
Martin Luther deRoche Master of Ballantrae, The (color) (225)	WB	Niall MacGinnis Errol Flynn-Anthony Steel	Sept., '53 Aug. 1, '53	89m	July 18	1918	AY	A-I	Very Good	
Meze, The (3D) (3101)	AA	Richard Carlson-Verenica Hurst	July 26, 53	8Im	July 18	1919		A-2	Very Good	
Melba (color)	UA	Patrice Munsel-Robert Morley	Aug. 7,'53	113m	June 27	1885	AY	A-I	Very Good	
Mexican Manhunt (5317)	AA	George Brent-Hillary Brooke	Sept. 13,'53	71m				A-1		
Mighty Joe Young (481)	RKO		July 15,'53	94m			4.4			
	h-Fox	Amanda Blake-George Nader	Nov., 53	75m	D	0117	AY	A-2 B	Excellent	
Miss Sadie Thompson (c) (3D)	Col.	Rita Hayworth-Jose Ferrer	Dec., 53	91m	Dec. 26	2117		0	Excellent Feir	
	Inion	Margaret Rutherford	June, 53	75m	July 18	1918	AY	A-1	Fair	
Mission Over Korea (536)	Col.	John Hodiak-Audrey Totter	Aug., 53	86m 93m	July 25 Aug. 29	1926		A-2	Good	
	arroll Hord	John Mills-Phyllis Calvert George Cole-Nadia Gray	Sept., 53 Sept. 4, 53	93m	Sept. 19	1998			Very Good	
	ppert	Douglas Fairbanks (reissue)	Sept. 25, 53	70m						
	h-Fox	Clifton Webb-Edmund Gwenn	Sept., '53	87m	Aug. 29	1965	AYC	A-1	Very Good	
	Davis	Vivi Gioi	Jan., 54	90m	Dec. 12	2102			Good	
	IGM	Clark Gable-Ava Gardner	Oct. 9,'53	116m	Sept. 19	1997	A	В	Very Good	
Money from Home (c) (3D)	Para.	Dean Martin-Jerry Lewis	Feb., '54	100m ·	Dec. 5	2093		Č-I	Excellent Very Good	
Moon Is Blue, The	UA	William Holden-David Niven	July 17,'53	99m	June 13	1869	A .	A-2	Very Good Good	
Moonlighter, The (3D) (303)	WB	Barbara Stanwyck-Fred MacMurray	Sept. 19,'53	77m 85m	Sept. 19 Oct. 10	1998		A-1	Very Good	6
Murder on Monday Murder Will Out (Brit.) Kramer-Hy	Inion	Relph Richardson-Margaret Leighton	Oct., '53	83m	Apr. 11	1790			Good	1
Murder Without Tears (5328)	AA	Valerie Hobson-Edward Underdown Craig Stevens-Joyce Holden	Apr., '53 June 14, '53	64m	June 20	1878		B	Good	1
My Heart Goes Crazy (Brit.) (color)	UA	Sid Field-Greta Gynt	July 22,'53	70m	Aug. 1	1935		A-1	Average	
N	3.1	The state of the original of the state of th	201, 22, 03							
Natad Jungle The (a)	Para	Flances Parker Chalter Harter	Mat Cat		Dec. 12	1512102				
Naked Jungle, The (c) Neanderthal Man, The	Para. UA	Eleanor Parker-Charlton Heston Robert Shayne-Doris Merrick	Not Set June 19, 53	78m	Dec. 12 June 27	(S)2103 (S)1887				
	Col.	Phil Carey-Roberta Haynes	Dec., '53	68m	Nov. 7	2062	AY	A-2	Fair	
10001 (000)		coloj licenia tiajnos	2-04-00							
2122										

									1.
			Release	Running		ymopsis	Nat'l	-RATING	Herald
TITLE-Production Number-Com	noav	Stars	Date	Time	Issue	Page	Groups	L. of D	
Never Let Me Go (327)	MGM Davis	Clark Gable-Gene Tierney	May 1, 53	94m	Apr. 4	1781	AY	A-1 A-2	Excellent Good
Night Is My Kingdom, The (Fr.) Night Without Stars (Brit.) (322)	RKO	Jean Gabin-Simone Valera David Farrar-Nadia Gray	Sept., 53 July, 53	109m 75m	Aug. 8 July 4	1902		A-2	Fair
99 River Street	UA	John Payne-Evelyn Keyes	Sept. 11,'53	83m	Aug. 29	1965	A	8	Good
No Escape	UA	Lew Ayres-Sonny Tufts	Sept., 53	76m	Aug. I	1934	A	A-2	Fair
	Lippert	Tom Conway-Eva Bartok	Sept. 11,'53	79m					
Northern Patrol (5330)	AA	Kirby Grant	July 12,'53	63m	July 18	1919		A-1	Fair
O-P			,						
									Pared.
O. K. Nero (ItalEng. dubbed)	I.F.E.	Silvana-Pampanini-Gino Cervi	June, 53	88m	June 27	1886	AY	8	Good
One Girl's Confession (528)	Col.	Hugo Haas-Cleo Moore	Apr., 53	74m	Mar. 7	1751	~ ~ ·		0000
Othello	RKO	Orson Welles-Fay Compton	Jan., 54	97m					
Out of the Past (488) Overcoat (Ital.)	Times	Robert Mitchum-Kirk Douglas (reissue Reneto Rescel	Oct., '53	96m	Oct. 17	2031		В	Very Good
Pack Train (575)	Col.	Gene Autry-Smiley Burnette	July, 53	57m	June 27	1887		AYC	Good
Paratrooper (619) (color)	Col.	Alan Ladd-Leo Genn	Jan., '54	87m	Dec. 26	2118	AY		Very Good
	Donald	Claude Rains-Marta Toren	June, 53	86m	June 16	1869			Very Good
Paris Model (621)	Col.	Marilyn Maxwell-Paulette Goddard	Nov., '53	59m	Nov. 7	2062	A	В	Fair
	ine Arts	Valerie Hobson-Nigel Patrick	Nov., '53	85m	Oct. 31	2047			Fair
	Master	Dominique Blanchard	Jan., '54	85m	Dec. 19	2110	100		Good
Perilous Journey, A (5206)	Rep.	Vera Raiston-David Brian	Apr. 5, '53	90m	May 23	1846	AY	A-2	Fair
	Oth Fox	Richard Widmark-Jean Peters	June, '53	80m	May 16	1837	A		Very Good
Plunder of the Sun	WB	Glenn Ford-Diana Lynn	Aug. 29, 53	81m	Aug. 8	1942	AY	A-2	Good
Pony Express (color) (5217)	Para.	Charlton Heston-Rhonda Fleming	May, 53	101m	Mar. 7	1750	AYC	A-2	Very Good
Port Sinister (317)	RKO	James Warren	Apr. 10,'53	65m	Feb. 21	1735	AY	A-1 A-2	Fair Good
	20th-Fox	Rory Calhoun-Corinne Calvet	June, '53	78m	May 16	1838	AY	8	Good
	20th-Fox 20th-Fox	Susan Hayward-Charlton Heston	Apr., 53	96m	Mar. 7 Dec. 5	(S)2094	71		0000
Prince Valiant (c) (CS) 2 Prisoners of the Casbah (color) (62)		Robert Wagner-Janet Leigh	Jan., '54	70	Nov. 7	2062	AY	A-2	Fair
Private Eyes (5321)	AA	Gloria Grahame-Cesar Romero	Nov., 53 Dec. 6, 53	78m	Dec. 5	(S)2094		A-2	
Problem Girls (526)	Col.	Bowery Boys Helen Walker-Ross Elliott	Apr., '53	70m	Mar. 14	1759	A	B	Fair
Project M-7 (483) (Brit.)	U-I	Phyllis Calvert	Nov., '53	86m	Nov. 28	2087		A-1	Fair
	Lippert	Donna Martell-Ross Ford	Sept. 4,'53	63m	Sept. 5	1982			Fair
Public Enemy	WB	Jean Harlow-James Cagney (reissue		05					
Q-R		and the same and t	,						
Queen Is Crowned, A							AVC		E
(Brit.) (color) (323)*	Univ.	Laurence Olivier, narrator	June, 53	86m	June 13	1869	AYC	4.2	Excellent
Queen of Sheba (ItalEng.)	Pizor	Gino Cervi-Leonora Ruffo	Nov., 53	IIIm	Nov. 14	2070		A-2	Fair
Red Garters (c)	Para.	Rosemary Clooney-Jack Carson	Not Set		Dec. 12	(5)2102			Good
Red River Shore Return to Paradise (color)	Rep.	Rex Allen	Dec. 15,'53	54m	Dec. 26	2118 1925	AM	В	Very Good
Ride Vaquero (color) (343)	мем	Gary Cooper-Roberta Haynes	July 10, 53	100m 90m	July 25 June 20	1879	AMY	A-2	Fair
Riders to the Stars (c)	UA	Robert Taylor-Ava Gardner	July 17,'53 Dec. 11,'53	70111	June 20	10/7		***	
Riot in Cell Block 11	AA	Richard Carlson-Herbert Marshall Neville Brand-Leo Gordon	Not Set		Nov. 7	(S)2063			
	20th-Fox	Robert Mitchum-Marilyn Monroe	Mar., 54			10/2000			
	20th-Fox	Richard Widmark-Ida Lupino (reissu		95m					
Roar of the Crowd (color) (5311)	AA	Howard Duff-Helene Stanley	May 31,'53	71m	May 23	1846		A-1	Good
	ey-RKO	Richard Todd-Glynis Johns	Feb., '54	85m	Nov. 28	2086		A-1	Good
	20th-Fox	Victor Mature-Jean Simmons	Oct., '53	135m	Sept. 26	2005	AYC	A-1	Superior
Robinson Crusoe (c)	UA	Dan O'Herlihy-James Fernandez	Dec., '53						- "
Roman Holiday (5301)*	Para.	Gregory Peck-Audrey Hepburn	Sept., '53	119m	July 4	1901	AMYC	A-2	Excellent
Rome II O'Clock (Ital.)	Times	Raf Vallone-Lea Padovani	Apr., '53	107m	May 2	1823		8	Very Good
Rose Bowl Story (5204)	Allied	Marshall Thompson (reissue	Sept. 6,'53	73m				4.4	
Royal African Rifles, The (color) (54		Louis Hayward-Veronica Hurst	Sept. 27,'53	75m	Oct. 3	2015		A-I	Average
Run for the Hills	Realart	Sonny Tufts-Barbara Payton	June,'53	76m	Sept. 5	1981			Fair
S									
Sabre Jet (color)	UA	Robert Stack-Coleen Gray	Sept. 4,'53	96m	Sept. 12	1989	AY	A-I	Good
Safari Drums (5314)	AA	Johnny Sheffield	June 21, 53	71m	June 27	1886		A-I	Good
Saginaw Trail (576)	Col.	Gene Autry	Sept., '53	56m	Aug. 29	1966	AY	A-I	Good
	20th-Fox	Jeffrey Hunter-Michael Rennie	Aug., '53	83m	July 18	1917	AY	A-2	Excellent
Salome (color) (545)*	Col.	Rita Hayworth-Stewart Granger	Spec.	103m	Mar. 14	1757	A	В	Excellent
Sangaree (3D) (5230)* (c)	Para.	Fernando Lamas-Arlene Dahl	May, '53	95m	May 30	1853	AY	В	Very Good
Savage Frontier (5242)	Rep.	Allan "Rocky" Lane-Dorothy Patrick	May 15, 53	54m	June 6	1863	AY	A-1	Fair
Scandal at Scourie (color) (336)	MGM	Greer Garson-Walter Pidgeon	June 12,'53	90m	May 2	1821	AYC	A-2	Very Good
Scared Stiff (5222)*	Para.	Martin & Lewis-Lizabeth Scott	June, 53	108m	Apr. 18	1798	AYC	A-1	Excellent Very Good
See Around Us, The (color) (403)	RKO	Documentary	July 11,'53	61m	Jan. 17	1686	AYC	A-1	Very Good
Sea Devils (color) (320)	RKO	Yvonne DeCarlo-Rock Hudson	May 23,'53	91m	June 6	1862	AMYC	A-I	Good
See of Lost Ships	Rep.	John Derek-Wanda Hendrix	Oct. 22,'53	85m	Oct. 31	2046	AMY.	A-2	Very Good
Second Chance (color) (3D)* (403)		Robert Mitchum-Linda Darnell	July 18, 53	82m	July 18	1919		- N-W	y 000a
Sequoia (340) Serpent of the Nile (color) (538)	MGM Col.	Jean Parker-Russell Hardie (reiss Rhonda Fleming-William Lundigan	ue) June, '53 May,'53	73m 81m	Apr. 18	1799	A		Good
	Lippert	Cesar Romero	Oct. 16,'53	o i m	Apr. 18	1777			
Shadows of Tombstone	Rep.	Rex Allen	Sept. 28, 53	54m	Oct. 10	2022			Good
Shane (color) (5225)*	Para.	Alan Ladd-Jean Arthur	Aug., '53	117m	Apr. 18	1797	AY	A-2	Excellent
Shark River (color)	UA	Steve Cochran-Carole Mathews	Nov., '53	80m	Nov. 7	2062		A-2 *	Fair
She Had to Say Yes	RKO	Jean Simmons-Robert Mitchum	Not Set	89m	Nov. 1	(5)1591		A-2	
Shoot First	UA	Joel McCree-Evelyn Keyes	May 15,'53	88m	June 27	1886	AY	A-1	Good
Siege at Red River (c) 20	Oth-Fox	Van Johnson-Joanne Dru	Feb., 54		Dec. 19	(5)2111			
Silver Horde (color)	RKO	John Wayne-Jane Russell	Dec. 12,'53						
Sins of Jezebel (color) (5225)	Lipport	Paulette Goddard	Oct. 23,'53	74m	Nov. 28	2086			Good
Siren of Bagdad (color) (540)	Col.	Paul Henreid-Patricia Medina	June, '53	72m	May 16	1837	AY	8	Good
Sky Commando (542)	Col.	Dan Duryea-Frances Gifford	Sept., '53	69m	Aug. 22	1958	AY	A-1	Fair
Slaves of Babylon (525) (color)	Col.	Richard Conte-Linda Christian	Oct., 53	82m				_	
Slight Case of Larceny, 4 (334)	MGM	Mickey Rooney-Eddie Bracken	June 5,'53	71m	May 9	1830	A		Good
	MICHA	Jane Powell-Farley Granger	Apr. 10,'53	93m	Feb. 28	1741	AY	A-1	Excellent
Small Town Girl (color) (325)	MGM								
Small Town Girl (color) (325) Snows of Kilimanjaro (celor) 20	0th-Fox	Gregory Peck-Susan Hayward	July, '53		opt. 20,'53	1533	AY	В	Excellent
Small Town Girl (color) (325) Snows of Kilimaniaro (celor) 20 So Big (307)	Oth-Fox WB	Gregory Peck-Susan Hayward Jane Wyman-Sterling Hayden	July,'53 Oct. 31,'53	101m	Oct. 3	2013	AMYC	A-I	Excellent
Small Town Girl (color) (325) Snows of Kilimaniaro (celor) 20 So Big (307) So Little Time (Brit.) Macl	Oth-Fox WB Donald	Gregory Peck-Susan Hayward Jane Wyman-Sterling Hayden Maria Schell-Marius Goring	July, '53 Oct. 31, '53 July, '53	101m 89m	Oct. 3 Aug. 8	2013 1942	AMYC	A-I	Excellent Very Good
Small Town Girl (color) (325) Snows of Kilimanjaro (celor) 20 So Big (307)	Oth-Fox WB	Gregory Peck-Susan Hayward Jane Wyman-Sterling Hayden	July,'53 Oct. 31,'53	101m	Oct. 3	2013			Excellent

		Release	Running		EWED-	Nat'l	RATING	Hera
ITLE-Production Number-Company	Stars	Date	Time	Issue	Page	Groups	L. of D	
omething Meney Can't Buy (Brit.) University on of Belle Starr (color) (5309)	Keith Larsen-Peggie Castle	Oct., '53 June 28, '53	83m 70m	Oct. 3 July 4	2015 1902	AY	A-2 A-1	Fair Good
on of Sinked (color) (3D) RKC	Annual contract of the contrac	Not Set Nov., '53	71-	No. 26	2087		A-I	Good
ong of the Land (color) Outh Sea Woman (222)		June 27, 53	71m 99m	Nov. 28 June 6	1861	AY	B	Very Go
paceways (5301) Lipper		Aug. 7,'53	76m	July 4	1902	~ 1		Good
age Door (483) RKC		Aug. 5,'53						
alag 17 (5224)* Para		July, 53	120m	May 9	1829	AY	A-2	Excellent
and at Apache River (color) (331) Univ		Sept., '53	77m	Aug. 15	1949	A	A-1	Fair
eel Lady, The U/ooge, The (5212)* Pare		Oct. 9,'53 Feb.,'53	84m 100m	Oct. 17	2030 1557	AYC	A-1 A-1	Fair Excellent
ory of Three Loves, The (color) (338) MGN		June 26, 53	122m	Mar. 7	1749	AY	A-2	Very Go
ranger on the Prowl U/		Nov. 2,'53	82m	Nov. 14	2069	***	A-2	Good
renger Wore a Gun (3D) (c) (605) Co		Aug.,'53	83m	Aug. 8	1943	AY	A-1	Average
eethearts on Parade (color) (5210) Rep		July 15, 53	90m	Aug. I	1934	AYC	A-1	Good
ord and the Rose, The (color) (491) RKC Item, The (217)		Aug. 15,'53 Apr. 18,'53	93m	July 4	1901	AYC	A-2 B	Very Go
stem, The (217)	Frank Lovejoy-Joan Weldon	Apr. 16, 33	90m	Mar. 21	1766	^1	D	Good
1. M. A. T (-1) (221)	Ann Sheridan Steeling Mayden	lune 'E2			1877	AVC		V G-
ke Me to Town (color) (321) Univ		June, '53 Oct. 30, '53	81m IOIm	May 23	2006	AYC	A-2	Very Go
ke the High Ground (color) (406) MGN nga Tika (color) Schaefe		Nov., '53	75m	Sept. 26 Oct. 10	2022	~ .		Excellen
rzan and the She-Devil (324) RKC		June 8,'53	76m	July 18	1918	AYC	A-1	Fair
a, Son of Cochise (c) (3D) Univ	Rock Hudson-Barbara Rush	Feb., 54		Dec. 19	(S)2111	4.54		
rer on a Train (402) MGN		Sept. 18,'53	72m	July 25	1926	AY	A-I	Good
ror Street (5304) Lipper		Dec. 4,'53 Dec. 20,'53	83m	Dec. 5	1512071			Good
as Badman (5335) ose Redheads from Seattle (color)	Wayne morris	200. 20, 33		Nov. 14	(5)2071			
2D-5329, 3D-5305) Para	. Rhonda Fleming-Gene Barry	Oct.,'53	90m	Sept. 26	2006	AY	A-2	Very Go
ee Giris from Rome (Ital.) Eng. dial.) 1.F.E	Lucia Bose-Cosetta Greco	Aug., '53	85m	Aug. 1	1934		A-2	Very Go
ee Sailors and a Girl (c) (314) W		Dec. 26,'53	95m	Nov. 28	2085		В	Good
ee Young Texans (c) 20th-Fo		Jan., '54						
nder Bay (color) (327) Univ		Aug., '53	103m	May 9	1829	AY	A-2	Excellen
nder Over the Plains (c) (313) W		Dec. 12,'53	82m	Nov. 7	2061		A-I	Good
nderhoof (530) Col Neighbor's Wife 20th-Fo		Oct.,'53	77m 77m	Camb 24	2207			C 1
Neighbor's Wife 20th-Fo e Gentlemen Please (Brit.) Union		Sept., '53	79m	Sept. 26 Oct. 10	207		В	Good
es Gone By (Ital.)		Sept., '53	106m	Aug. I	1935		C	Good
nie (318)* 20th-Fo		May, '53	98m	Apr. 18	1798	AY	A-2	Excellen
ield Thunderbolt (c) (387) (Brit.) Univ		Oct., 53	84m	Oct. 3	2014	AYC	A-I	Excellen
hight We Sing [color] (347) 20th-Fo	mant mile on	Apr., '53	109m	Jan. 31	1701	AYC	A-1	Excellent
ch Song (color) (405) MGN		Aug. 9,'53 Oct. 23,'53	69m 90m	Sept. 19	1998	AY	4.0	Fair
ch Song (color) (405) MGN der Horn (339) MGN		e) June, 53	120m	Oct. 3	2014	AT	A-2	Good
il Blazers (5329)	41 141 1	Apr. 19,'53	64m				A-1	
Il of the Arrow	Guy Madison-Andy Devine	Aug. 25, 53	53m	Sept. 5	1981		A-1	Fair
asure of Sierra Madre (310) Wi		Nov. 7,'53	126m					
nt's Last Case (Brit.) Rep			90m	Oct. 17	2030	AY	A-2	Fair
uble Along the Way (216) Winbleweed (color) (405) Univ	. 4	Apr. 4,'53 Dec.,'53	110m 80m	Mar. 21 Nov. 21	1765 2077	AMYC	A-2 A-1	Very Go
onky, The		June 10,'53	72m	June 27	1887	AMIO	W-1	Poor Poor
U-V								
dercover Agent (5306) Lipper		Oct. 2,'53	69m	Dec. 5	2094			Fair
amed Breed (614) Col		e) Sept.,'53	79m			***		
ey of Headhunters (608) Col		Aug., 53	67m	July 25	1926	AY	A-I	Good
quished, The (color) (5221) Para	John Payne-Jan Sterling Victor Mature-Mari Blanchard	June, 53 Nov., 53	84m 82m	May 9 Oct. 3	2014	AY	A-2 B	Good
s of Bagdad (color) (404) Univ		July 31,'53	87m	July 18	1917	AY	A-2	Very Go
i 20th-Fo	Jeanne Crain-Jean Peters	Oct., '53	85m	Sept. 12	1989	AM	A-2	Fair
lantes Terror (5422) Allied	Bill Elliott-Mary Ellen Kay	Nov. 15,'53	70m	Oct. 17	(5)2031			
nge, The UA		Oct. 23,'53	98m	Oct. 17	2029	AY	A-I	Good
ated Palace cano (Ital.) (Eng. dubbed) UA	Wim Holland Anna Magnani-Geraldine Brooks	Dec., '53 June 5, '53	78m 106m	June 20	2102 1878			Fair Good
W								J 000
king My Baby Back Home (406)(c) Univ	Donald O'Connor-Janet Leigh	Dec., '53	95m	Nov. 14	2069	AY	В	Very Go
		Jan., 54	78m	Dec. 12	2101			Good
r of the Worlds (c) (5303) Para	Gene Barry-Ann Robinson	Oct., '53	85m	Feb. 28	1742	AY	A-1	Excellent
r Paint (color)		Aug. 28,'53	89m	July 4	1903	AY		Good
ite Hell of Pitz Palu I.F.E		Nov., '53 July, '53	75m	Nov. 21	2077	AVC		Good
ite Witch Doctor (color) (324) 20th-For ked Woman UA		Dec. 9,'53	96m 77m	June 20 Nov. 28	2087	AYC	A-1	Very Go Good
d One (623) Coi		Not Set	79m	Dec. 26	2118		В	Good
ngs of the Hawk (c)								
2D-336, 3D-330) Univ		Sept., '53	80m	Sept. 5	1981	AY	A-2	Very Go
thout Reservations (484) RKC	Claudette Colbert (reissue)	Aug. 5,'53						
X-Y-Z k in the R.A.F. 20th-For	Tyrone Power-Betty Grable (reissue	e) Nov.,'53	97m					
ik in the R.A.F. 20th-For low Balloon (5430) (Brit.)		Oct. 4, 53	79m	Dec. 5	2094			Fair
iterday & Today		Dec. 2,'53	57m	Nov. 14	2070		A-1	Good
			112m	May 2	1821	AY	A-I	Very Go
ing Bess (color)* (333) MGM	J. Simmont-S. Granger-D. Kerr	May 29,'53 Sept.,'53		INION T	1021		P-1	4 al A 00

FEATURES LISTED BY COMPANIES — PAGE 2053, ISSUE OF OCTOBER 31, 1953 SHORT SUBJECTS CHART APPEARS ON PAGES 2078-2079, ISSUE OF NOVEMBER 21, 1953

FILM BUYERS RATING

Film buyers of independent circuits in the U. S. rate current product on the basis of its performance in their theatres. This report covers 127 attractions, 5,736 playdates.

Titles run alphabetically. Numerals refer to the number of engagements on each attraction reported. The tabulation is cumulative. Dagger (†) denotes attractions published for the first time. Asterisk (*) indicates attractions which are listed for the last time.

EX means Excellent; AA—Above Average; AV—Average; BA—Below Average; PR—Poor.

	EX	AA	AV	BA	PR
A. & C. Meet Dr. Jekyll & Mr. Hyde (Univ.) .	-	11	40	15	-
Actress, The (MGM) Affair with a Stranger (RKO) Affairs of Dobie Gillis, The (MGM) All-American (Univ.) All the Brothers Were Valiant (MGM)	-	-	1	17	27
Affair with a Stranger (RKO)	-	2	4	4	3 2
All American (Heir)	_	5	17	17	6
All the Brothers Were Valiant (MGM)	_	4	2	3	~
All I Desire (Univ.)	-	20	28	29	5
All I Desire (Univ.)* Ambush at Tomahawk Gap (Col.)	-	7	20	16	4
†Appointment in Hondures (RKO)	-	2	2	5	-
Arena (MGM)	2	6	6	16	7
Arrowhead (Para.)	-	13	33	12	-
Back to God's Country (Univ.)	-	2	10	1	- 1
Band Wagon, The (MGM)	4	12	35	46	21
Big Heat (Col.)	-	6	10	24	8
Blowing Wild (WB)	8	10	17	23	i
Blueprint for Murder, A (20th-Fox)	_	-	8	5	_
Botany Bay (Para.)	-	-	7	5	1000
Caddy, The (Para.)	8	48	21	3	1
Calamity Jane (WB)	i	13	9	3	i
Calamity Jane (WB)	8	10	8	8	7
City of Rad Man (20th, box)	-	8	50	26	4
City That Never Sleeps (Rep.)	-	-	4	9	2
City That Never Sleeps (Rep.) Clipped Wings (AA) Conquest of Cochise (Col.)	-	8	6	9	4
Cruel Sea, The (Univ.)	ī	6	10	7	ī
Cruisin' Down the River (Col.)	i	4	15	27	7
Dangerous Crossing (20th-Fox)	5	44	65	10	5
Dangerous When Wet (MGM) Devil's Canyon (RKO)	-	6	9	5	7
Dream Wife (MGM)	-	10	22	55	12
East of Sumatra (Univ.)	-	6	11	7	2
Farmer Takes a Wife (20th-Fox)	_	21	30	28	17
5,000 Fingers of Dr. T, The (Col.)	-	-	-	-	6
Flame of Calcutta (Col.)	-	-	1	_	5
Flight Nurse (Rep.). Flight to Tangier (Para.). 49th Man. The (Col.).	-	- 1	1	2	1
Flight to Tangier (Para.)	-	7	1	4	3
Francis Covers the Big Town (Univ.)	7	39	3 26	11	_
From Here to Eternity (Col.)	30	23	4	-	-
Gentlemen Broken Blander (20th Fort)	44	43	13	14	1
Gentlemen Prefer Blondes (20th-Fox)	11	14	30	11	4
Glory Brigade, The (20th-Fox)	-	6	17	12	2
Girl Next Door, The (20th-Fox) Glory Brigade, The (20th-Fox) Golden Blade, The (Univ.)	-	4	9	9	3
Great Sioux Uprising, The (Univ.)	1	5	24	37	7
Gun Belt (UA)	-	6	16	6	-
Half a Hero (MGM)	-	1	13	16	16
Hondo (WB)	36	-	-	-	-
Hondo (WB) Houdini (Para.) How to Marry a Millionaire (20th-Fox)	. 7	29	29	9	-
	14	-	-	~	-
I, The Jury (UA)	1	5	10	7	2
Inferno (20th-Fox)	i	4	17	2	18
Island in the Sky (WB)	_	28	32	33	15
Inferno (20th-Fox)	2	4	13	7	4
Jamaica Run (Para.)	-	8	17	24	6

	EX	AA	AV	BA	Pit
Kid from Left Field, The (20th-Fox Kiss Me, Kate (MGM)		3	18	28	7
Last Posse, The (Col.)		1.	2	11	9
Latin Lovers (MGM)		1	10	38	39
Let's Do It Again (Col.)		26	26	34 25	34
Lion Is in the Streets, A (WB)		1	12	20	22
Little Boy Lost (Para.)		26	9	-	1
Main Street to Broadway (MGM) Man from the Alamo (Univ.)		11	7	17	10
Marry Me Again (RKO)		1	- 1	1	3
Marshal's Daughter, The (UA) Martin Luther (de Rochemont)	7	10	13	2	-
Master of Ballantrae, The (WB)		ĭ	16	33	-11
Maze, The (AA)		2	8	12	4
Melba (UA) Mission Over Korea (Col.)		4	2	10	6
Mister Scoutmaster (20th-Fox)		13	52	28	8
Mogambo (MGM)		29	19	9	3
Moon is Blue, The (UA)		i	ï	í	15
†Nebraskan, The (Col.)		2	2	3 4	-
Pickup on South Street (20th-Fox)		48	21	12	5
Plunder of the Sun (WB)		2	9	23	5
*Powder River (20th-Fox)		10	29	29	1
Return to Paradise (UA)		12	34 50	47 32	2
Robe, The (20th-Fox)		3	2	-	-
Roman Holiday (Para.)		8	32	28	6
Sabre Jet (UA)	-	3	10	5	3
Salome (Col.)	11	60	26	12	i
*Sangaree (Para.) Scandal at Scourie (MGM)		9	7	3	5
Scared Stiff (Para.)		45	18	30	9
See Around Us (RKO)		1	13	-	-
Sea Devils (RKO)		3 7	7	13	4 2
Shane (Para.)	51	43	5	2	
Shark River (UA)		5	-	-	1
Siren of Bagdad (Col.)		2	3	- 8	9
Slight Case of Larceny, A (MGM] =	- 1	6	16	2
So Big (WB)		10	35	27	15
Son of Belle Starr (AA)	*********	5	9	2	-
South Sea Woman (WB)		13	34	35	4
Split Second (RKO)	8	43	20	18	14
Stand at Apache River (Univ.)		2	9	5	1
Story of Three Loves, The (MGM Stranger Wore a Gun, The (Col.).	- 4	10	.9	19	12
Sweethearts on Parade (Rep.)			2	2	3
Sword and the Rose, The (RKO)		8	13	17	7
Take the High Ground (MGM)		28	28	14	-
Take Me to Town (Univ.)		13	16	13	i
Those Redheads from Seattle (Pare	.)	3	5	6	1
Thunder Bay (Univ.)		13	45	33	9
Torch Song (MGM)		2	8	7	12
Valley of Headhunters (Col.)		-	5	5	2
Vanquished, The (Para.)		1	19	20	6
Vice Squad (UA)		1	14	13	2
Vicki (20th-Fox)		1	1	13	5
War Paint (UA)		5	7	7	2
White Witch Doctor (20th-Fox)	14	48	13	10	18
Wings of the Hawk (Univ.)		3	9	8	14

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